

COMMUNITY MEDIA REVIEW

FROM Access TO *Impact*

The Journal of the Alliance for Community Media • Spring 2002

www.communitymediareview.org

NEW TCD/IP™

Network Managed Video System Controller



A **powerful** and **affordable** automation **solution**

Analog and Digital Media ■ Random Media Access
Integrated Router Control ■ Full Function Device Control with Status

DDR



Fast Forward Omega Deck™

DVD



Pioneer® DV-F07

VCR



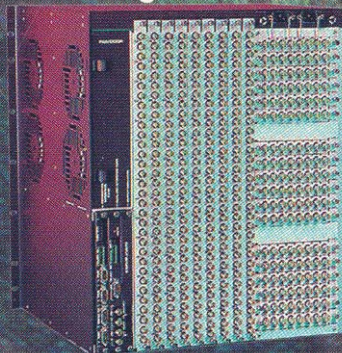
Panasonic® AJ-D250

**Robotic
Tape Changer**



Panasonic® AJ-CM32

Routing Switcher



Pesa Tiger Routing Switcher

Server



Visual Circuits DVP Server Pro

LEIGHTRONIX, INC.

CONTROL PRODUCTS

www.leightronix.info

Info@leightronix.com

(800) 243-5589

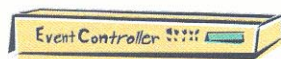
web centric head end control for access stations



program library . character generator . web schedule . event controller . digital video servers



{ you }



{ your event controller }



{ you mad at your event controller's scheduler because it doesn't work with your mac. **and** it isn't easy to program. **and** it won't expand to work with video servers. **and** you can't access it from any web browser. **and** even after you program it you *still* have to re-enter the schedule into your character generator and then onto your web site and yet again to your community's newspaper. }

Cablecast is the web centric system from Tightrope Media Systems that brings all the duties of your head end under one easy to use interface. From programming your Leightronix event controller to publishing the schedule on your web site, there isn't an aspect of your head end that won't be simplified by Cablecast. What's more, you can integrate digital video into your current head end, even if you are using an older event controller such as a Pro 16. Because Cablecast is a web centric application, it is the only cable head end management system sold today that works with PC's while not snubbing your Macintosh.

So when it is time to bring your access center to the next stage with Cablecast from Tightrope Media Systems, give us a call.

Cablecast, the Cablecast Logo and the Tightrope Media Systems logo are Trademarks of Tightrope Media Systems Corporation. Other Trademarks and Registered Trademarks are owned by their respective companies. Copyright 2002



Access your head end from any web browser on any computer connected to your network!



Cablecast includes Carousel, Tightrope's powerful character generator. They work together so you don't have to enter the schedule twice!



And it all comes in one box, ready to install into your head end with help just a toll free phone call away!

Tightrope Media Systems

6417 Lyndale Avenue South, Suite B
Richfield, Minnesota 55423

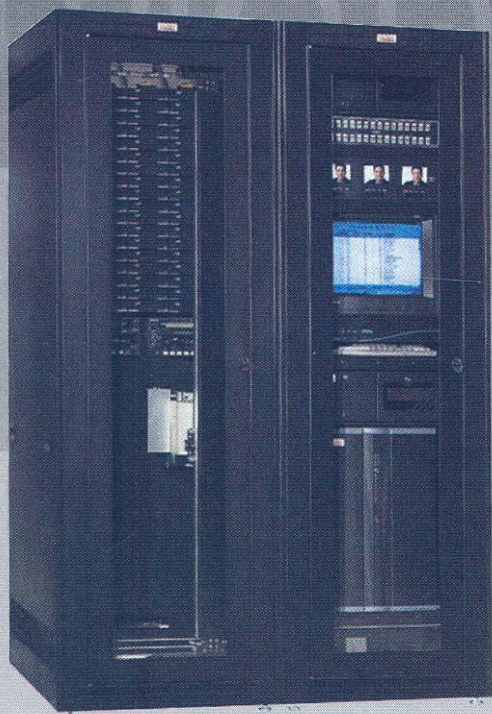
866.866.4118

www.trms.com

info@trms.com



TIGHTROPE™
media systems



Visit our web at <http://www.tiltrac.com>
site to see a list of satisfied users
and learn more about how PEG/SYS
can automate your facility.

PEG/SYS

**The Intelligent Station Management
System for Today's PEG Operators**

PEG/SYS is THE cost effective station management solution for today's Public, Education and Government Cable Access Channels.

PEG/SYS includes hardware and software components designed for PEG operators with limited staff and budget. Components include:

- Station Automation Software
- Digital Server and Encoding Systems
- Tape Automation Systems including Mini-DV
- VCR Control
- Digital VCR's
- Digital Video Archive Solutions
- Internet Access
- Web Casting Solutions
- Video On-Demand

PEG/SYS offers:

- Complete station automation
- 24/7 operating capability
- Router Control
- Remote Access and Error Paging
- Traffic Manager Interface
- Web Interface
- Interface to FACIL software Summer 2001
- Plus many other features normally found in higher end solutions

TILTRAC
AUTOMATED VIDEO SYSTEMS

3353 Earhart Drive, Suite 212 • Carrollton, TX 75006
Toll Free: 800.601.6991
Phone: 972.980.6991 • Fax: 972.980.6994

COMMUNITY MEDIA REVIEW

SPRING 2002
VOLUME 25, NUMBER 1

CMR EDITORIAL BOARD

Dirk Koning, *Chair*
Pat Garlinghouse, *Information Services Chair*
Betty Francis, Jeffrey Hansell,
John Higgins, Bill Kirkpatrick

EDITOR-IN-CHIEF THIS ISSUE

Dirk Koning

MANAGING EDITOR

Tim Goodwin

NATIONAL OFFICE

Bunnie Riedel, *Executive Director*
Heidi Grace, *Government
Relations/Communications*
Felicia Brown, *Membership/Operations*
Don James, *Advertising Sales*

ALLIANCE FOR COMMUNITY MEDIA BOARD OF DIRECTORS

Paul Berg, Thomas Bishop, Frank Clark,
Pat Garlinghouse, Louis Gregory, Harry Haasch,
David Hawksworth, Ric Hayes, James Horwood,
Serena Mann, Ruth Mills, Robert Neal,
Miguel Ortega, Steve Ranieri, Kevin Reynolds,
Nantz Rickard, John A. Rocco, Debra Rogers,
James C. Rossi, Jr., Karen Toering,
Richard Turner, David Vogel



Alliance
for
Community
Media

Community Media Review [ISSN 1074-9004] is published quarterly by the Alliance for Community Media, Inc. Subscriptions \$35 a year. Please send subscriptions, memberships, address changes, advertising and editorial inquiries to the Alliance for Community Media, 666 11th St. NW, Suite 740, Washington, DC 20001-4542. Telephone 202.393.2650 voice, 202.393.2653 fax. Email: acm@alliancecm.org or visit the Alliance for Community Media website at www.alliancecm.org

Requests for bulk orders considered in advance of publication. Contact the national office for rates and delivery.

Copyright ©2002 by the Alliance for Community Media, Inc. Prior written permission of the Alliance for Community Media required for all reprints or usage.

Produced through the studios of



UPFRONT • PAGES 3-8

Bunnie Riedel, Ric Hayes, Board of Directors

FROM ACCESS TO IMPACT • PAGES 9-39

Introduction, Dirk Koning, 9 / **MOLLIE:**

The Sky's the Limit, Gretchen Vinnedge,

11 / *Community Broadband Moves*

Beyond Entertainment, Gary Arlen, 13 / *Digital Conver-*

sion and the Impact on GRTV, Chuck Peterson, 14 /

Cultural Communities in Exile Across the Globe, Myria

Georgious, Ph.D, 16 / *The Internet is for*

Everyone, Vinton Cerf, 18 / *Making a*

Difference in Taos, New Mexico, Nancy

Montana, 20 / *A Global Movement for*

People's Voices, 21 / *The People's Communication Charter*,

24 / *Video Initiative Gives Women Living in Poverty A*

Voice in Nairobi, Kenya, 25 / *International Development*

Research Centre, 27 / *New Web Portal Promotes Digital*

Opportunities Worldwide, 29 / *Fundraising Auctions:*

From Access to Impact to Financial

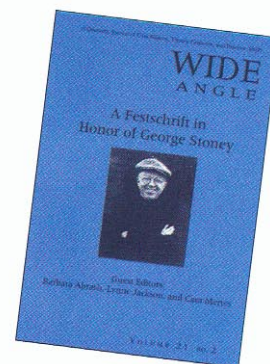
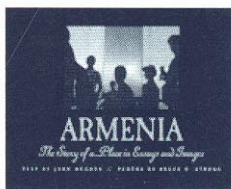
Sustainability, Greg EplerWood, 31 /

Review: Patricia Aufderheide's The

Daily Planet, Fred Johnson, 35 /

Off the Bookshelf: Wide Angle, Hand-

Held Visions, and CMR, 39



As the journal of the Alliance for Community Media, COMMUNITY MEDIA REVIEW shall support the Alliance mission by providing: a comprehensive overview of past, present and future issues critical to the Alliance and its membership; vigorous and thoughtful debate on those issues; and a venue for members and like-minded groups to present issues critical to the Alliance.

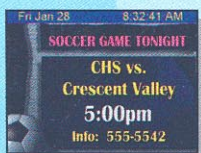
A COMPLETE LINE OF
PRODUCTS FOR

Video Messaging & Photo Advertising



Contact [MagicBox](#) to see which product is best for your application! Call or e-mail for [free video](#).

From complete, stand-alone CGs to dedicated player units with Windows-based creation and scheduling tools.



- **Alphagen Character Generator**
Stand-alone, turnkey CG with thousands of backgrounds.



- **VIP Video Information Player**
The video information player that's reliable, easy to use.



- **Avelin—our newest product!**
Our most advanced signage system with the features you want.

See us at
Booth #207
at the
ACM Show



MagicBox, Inc.
www.magicboxinc.com
tel. 541.752.5654
fax 541.752.5614

Ho'olaule'a • celebrieren • proslaviti • celebrer • vieren • unnepe! • festoj • firea • celebruac • aarti • Celebrate

**ALLIANCE FOR
COMMUNITY
MEDIA**
**International Conference
& Trade Show**
July 10 - 13, 2002
Houston, Texas
Celebrate Diversity
• celebrar • festoj • kutlamak • celebruac •

MARK YOUR CALENDARS!

2002 International
Conference & Trade Show

July 10-13, 2002
Westin Galleria Hotel
Houston, TX

for details, visit

www.meetingplanner.com/alliance/

Creating Miracles in Our Communities

BY BUNNIE RIEDEL

This is an exciting and challenging time for access, media democracy and our communities. Recent Federal Communications Commission (FCC) decisions have seriously strained the definition of public interest and public rights of way. New access start-ups are occurring all over the country. Our list of international contacts is growing daily. In the midst of a whirlwind of activity and increasing momentum, the Alliance is being called on like never before to provide leadership and vision in public interest telecommunications.

The work is not something that is confined to the national office. Our regions are leading the way with new ideas and innovation. At a recent regional conference, an emphasis was placed on partnering with educational institutions to provide degree programs in community media. At another regional conference, a meeting was held to discuss individual and group involvement in a public interest telecommunications forum sponsored by the United Nations.

Unique to this organization is our ability to speak to both the micro and the macro. Because Public, Education and Governmental (PEG) access exists in the local community, we are able to assess need and provide services. And, because we are part of a national (and international) movement, we are influencing what the world of public interest telecommunications will look like globally.

Just this week, I have been contacted by media activists from South Korea, the Netherlands, Germany and Turkey. One of my personal goals for the Alliance is that we are able to serve as a resource to regional and local community media in other countries. That goal is being realized because we have individual members who have provided leadership in international outreach.

In the last couple of months, the FCC has handed down some stunning rulemaking. The most notorious being the cable modem declaratory ruling that classifies cable modem as an "information service" not subject to franchise fees. It is notorious because it parses out cable

In the last couple of months, the FCC has handed down some stunning rulemaking. The most notorious being the cable modem declaratory ruling that classifies cable modem as an "information service" not subject to franchise fees. It is notorious because it parses out cable services (such as video, telephone or internet) and cripples local governments' ability to manage their own rights of way.

services (such as video, telephone and internet) and cripples local governments' ability to manage their own rights of way. In addition, the cable modem ruling is a shameful provision of corporate welfare. Think about it. It is estimated that eventually cable modem revenue will meet or even exceed cable video revenue. But the FCC has declared (by classifying internet as information) that local governments will not be able to calculate those revenues in franchise agreements. In other words, local governments will only receive one third to one half of what is "rent due" for use of rights of way.

I'd think there must be quite a few businesses in your local community that would appreciate having their rent cut one third to one half. Particularly some of those small family owned businesses. That is never going to happen for local business, but it certainly has now happened for corporate media giants such as Comcast, AT&T, AOL Time Warner, Cox Communications, etc.

Meanwhile, every week brings stories of new access start-ups or the expansion of access facilities and programs. I recently attended the grand opening of the new facilities for the Public Access Corporation of the District of Columbia. When I first met DCTV four years ago, they were housed in dreary basement offices, did their training at the YWCA several blocks away and had to go up to the cable head-end to use their studio facilities. After many years of struggle, DCTV has now

moved into a beautiful historic mansion provided by the city, outfitted three of their own studios (including a "Kids' studio") and installed state-of-the-art equipment. This is just one of many of the triumphs I have seen in access over the past few years. DCTV is now an important resource to the District of Columbia, an institution that stands ready to serve its community. No more the poor-stepsister, DCTV is one of the premier access centers in the country.

It is this juxtaposition of the access community's maturation and growth (here and internationally) against the recent FCC rulemaking that is a puzzlement. We have proven time and again, when given resources and channel capacity, we create miracles in our communities. We have proven that when the public interest is responsibly shepherded, everyone wins (including the cable operators). And just as we are coming into a golden age for access, we have a federal agency that is ignoring the public interest and hamstringing our communities' ability to negotiate the best terms on behalf of their citizens.

This makes the work the Alliance for Community Media does in DC and around the country all that much more important. We are the ones who stand up for our communities and we are the ones who challenge these federal agencies to put the public interest at the forefront of their decision-making. If you have not already done so, go to our website and bookmark the Legislative Action Center. Be sure to check it from time to time for updates. Be sure to put one of the Legislative Action Center webstickers on your website. You can easily write letters to your representatives on the state and federal level through the center.

I believe if we remain vigilant we will be able to continue to provide Public, Educational and Governmental access to our communities. What you do is so important! We *will* continue to grow and expand and we *will* provide service to our communities.

Bunnie Riedel is executive director of the Alliance for Community Media. Contact her at briedel@alliancecm.org

2001-2002 ALLIANCE BOARD OF DIRECTORS

John A. Rocco **Chair, At Large**
Executive Director, DATV
280 Leo St.,
Dayton, OH 45404-2827
Voice: 937.223.5311 / Fax: 937.223.2345
Email: john@datv.org

Harry Haasch **Vice Chair, At Large**
Community Television Network
425 S. Main, Suite LL 114
Ann Arbor, MI 48104
Voice: 734.994.1833 / Fax: 734.994.8731
Email: hhaasch@ci.ann-arbor.mi.us

Kevin Reynolds **Treasurer, At-Large**
5520 North Bloomfield Rd.
Canandaigua, NY 14424
Voice/fax: 585.394.3028
Email: reynolds@netacc.net

David Hawksworth **Secretary/Midwest Chair**
Executive Director
Community Access Television of Salina
410 W. Ash St.
Salina, KS 67401
Voice: 785.823.2500 / Fax: 785.823.2599
Email: daveh@salnet.org

REGIONAL CHAIRS & REPRESENTATIVES

James C. Rossi, Jr. **Mid-Atlantic Chair,
Chair of Chairs**
C-NET
243 South Allen St., Suite 336
State College, PA 16801
Voice: 814.238.5031 / Fax: 814.238.5368
Email: jrossi@vicon.net

Tom Bishop **Central States Chair**
Norwood Community Television
PO Box 12366
Norwood, OH 45212
Voice: 513.396.7509 x10 / Fax: 513.396.5551
Email: bishop@nctonline.org

Debra Rogers **Northeast Representative**
Executive Director
Falmouth Community Television
310 Dillingham Ave.
Falmouth, MA 02540
Voice: 508.457.0800 / Fax: 508.457.1604
Email: deb@fctv.org

David Vogel **Southeast Chair**
CTV of Knoxville
912 S. Gay St. #600, Knoxville, TN 37902
Voice: 865.215.8848 / Fax: 865.215.4337
Email: david@communityknox.org

Patricia Garlinghouse **Southwest Chair
Information Services Chair**
Houston MediaSource
3900 Milam
Houston, TX 77006
Voice: 713.524.7700, x13 / Fax: 713.524.3823
Email: patg@houston-mediasource.org

Robert Neal **Northwest Chair**
Bremerton Kitsap Access TV
7266 Tibardis Rd. NW
Bremerton, WA 98311
Voice: 360.308.0139 / Fax: 360.308.0239
Email: bob.bkat@telebyte.com

Steve Ranieri **Western States Representative**
Quote...Unquote, Inc.
POBox 26206
Albuquerque, NM 87125
Voice: 505.243.0027 / Fax 505-243-5883
sranieri@quote-unquote.org

AT-LARGE

Frank Clark **Investment Chair**
City Hall
801 Plum St., Room 28
Cincinnati, OH 45202
Voice: 513.352.5307 / Fax: 513.352.5347
Email: frank.clark@rcc.org

Paul Berg **Organizational Development**
Newton Communications Access Center, Inc.
PO Box 610192
Newton, MA 02461-0192
Voice: 617.965.7200 x17 / Fax: 617.965.5677
Email: paulb@newtv.org

Serena Mann
UMTV
0121 Tawes Fine Arts Bldg.
University of Maryland
College Park, MD 20742
Voice: 301.405.3610 / Fax: 301.405.0496
Email: smann@deans.umd.edu

Karen Toering **Grassroots Chair**
Voice: 206.721.1296 / Fax: 206.437.4974
Email: ktoering@attbi.com

Ruth Mills
Whitewater Community Television
c/o Indiana University East
2325 Chester Blvd.
Richmond, IN 47374
Voice: 765.973.8488 / Fax: 765.973.8489
Email: rumills@indiana.edu

Ric Hayes
Executive Director
Community Access Partners
of San Buenaventura
71 Day Rd., Ventura, CA 93003-2037
Voice: 805.654.6417 / Fax: 805.654.6421
Email: rhayes48@juno.com

Miguel Ortega
Access Tucson
124 East Broadway
Tucson, AZ 85701
Voice: 520.624.9833 / Fax: 520.792.2565
Email: miguel@accesstucson.org

Nantz Rickard **Board/Personnel
Development**
DCTV
901 Newton St. NE
Washington, DC 20017
Voice: 202.526.7007 / Fax: 202.526.6646
Email: dctv@starpower.net

DISCRETIONARY APPOINTEES

James Horwood **Legal Affairs Appointee**
Spiegel & McDiarmid
1350 New York Ave, NW, Suite 1100
Washington, DC 20005-4798
Voice: 202.879.4002 / Fax: 202.393.2866
Email: james.horwoodj@spiegelmcid.com

Richard Turner **Equal Opportunity Chair**
Communivision
47-746-4 Hui Kelu Street
Kane'ohe, HI 96744
Voice: 808.265.5373 / Fax: 808.239.5962
Email: communivision@hawaii.rr.com

Louis Gregory
PO Box 79771
Houston, TX 77279-9771
Voice: 713.906.1590 / Fax: 281.920.4331
Email: lwgreg@aol.com

'Talk Amongst Yourselves...'

Information, resources, networking
and national office announcements
are available day or night. The Alliance
hosts two listservs to help you:

The Access Forum list is open to anyone inter-
ested in community access. To sign-up, inter-
ested persons should send a message to:
access-forum-subscribe@lists.alliancecm.org.

The Alliance Announce list is open only to
members of the Alliance for Community Media.
Members should send a request to: alliance-announce-subscribe@lists.alliancecm.org.
Membership confirmation will be sent back to
the interested party. Once returned, it is sent to
the national office to confirm membership.
Once confirmed, the member will
be added to the list.

USEFUL CONTACTS

ALLIANCE FOR COMMUNITY MEDIA
666 11th St. NW, Suite 740
Washington, DC 20001-4542
Telephone 202.393.2650 voice
202.393.2653 fax
Email: acm@alliancecm.org
www.alliancecm.org

FEDERAL COMMUNICATIONS COMMISSION
The Portals
445 12th St. SW, Washington, DC 20024
202.418.0200 voice / 202.418.2812 fax
www.fcc.gov

YOUR FEDERAL LEGISLATORS

The Honorable _____
United States Senate
Washington, DC 20515

The Honorable _____
United States House of Representatives
Washington, DC 20510
or call 202.224.3121
on the web at
<http://thomas.loc.gov>

We Are Change Agents in Our Communities

BY RIC HAYES

The topic of this issue of *CMR* is at the heart of access television and how we apply technology to improve the quality of our lives in our hometowns. You don't have to be a Luddite to perceive that technology has harmed life on this planet as much as it has helped it. You can point to thousands of documented instances where technology, and its partner, "unforeseen consequences," have wreaked havoc on all ecosystems on this planet.

But who, or what, is to blame? Is this just a case of human greed and blindness or is there some meta-level of control behind the corporate façade? I do believe in a conspiracy, but not one driven by human interests, but by the organized ensemble of *Technique*. More on that in a minute.

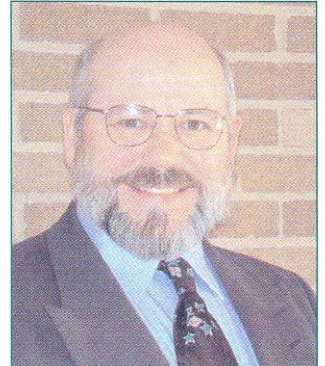
Access professionals find themselves working as change agents, empowering individuals in the community through participation in the process of public access television. We bond folks who enjoy common shared interests and bridge the community together across socio-economic and cultural barriers. Access has become a force working against the social isolationism that separates society, isolation often attributed to the diffusion of technology into our daily lives.

Alvin Toffler wrote of "waves of change" in his book *Future Shock* in 1970ⁱ. In it he described how social changes over the years can be described as waves altering the world in their passing. How the use of a wooden club, either as a weapon to hunt animals or to take revenge on enemies, changed those who used it. Since the use of the "first tools" of fire and wheel, each new technical innovation has resulted in paradigm shifts and a transformation in how people view reality.

The harsh facts of survival of pre-agricultural life meant that humans were in close contact with nature, we were dependent upon, and an intricate part of, our environment. Our ability to affect the planet's biosphere was very limited.

As technology progressed, human ability to affect the planet was broadened and expanded. In every facet of human

Access professionals find themselves working as change agents, empowering individuals in the community through participation in the process of public access television. We bond folks who enjoy common shared interests and bridge the community together across socio-economic and cultural barriers. Access has become a force working against the social isolationism that separates society...



endeavor the goal was to seek the one best way that would bring the most efficiency. You can see an unbroken line that leads from the development of the plow to our modern factory farms. The phonetic alphabet reduced the oral society to a dependence on the primary sense of vision. By creating a means to record and store information the written word led to the rise of early bureaucratic empires. The invention of typography laid the foundation for the industrial revolution that was to come. It provided the "first uniformly repeatable commodity, the first assembly-line, and the first mass-production." ⁱⁱ With typography also came the creation of the nation state and the introduction of public education so that the general public would be able to read and write the same language.

The same process that took hundreds of years to replace the wooden axle with greased ball bearings dramatically affected human culture. The production of goods was separated from consumption, which led to the reliance on the supply and demand marketplace. Our separation from the land also helped to empower the new economy which relied on capital as the means for trading commodities and goods. The social institutions that were created, the nuclear family, the factory-style schools, the bureaucratic government, and the international corporations were all needed to empower these new techniques.

To explain the underlying motive force for all of these developments, let me borrow the thesis of a French writer, Jacques Ellul, who wrote in *The Technological Society* in 1964ⁱⁱⁱ that technology is not a

passive tool but one that has its own motive force, one that has been controlling the actions of humans to reach its own ends. Ellul instructs us that it is not the changes wrought by these industries individually that will alter the world, but the total integration of *Technique* into an "organized ensemble" which can be seen as the thread weaving the fabric of the future, one that seeks 99.999 percent perfection to deliver goods in the most efficient manner.

For a perfect example of the power of *Technique*, you have no further to look than the technology of television.

The electronic technology of radio and television connected the nation together and created the mass public. For the first time it was possible to direct a message to the entire nation. The fact that the government conspired with corporate interests to create the mass media of today is an illustration of the thread moving. Although television technology was fully operational in 1934 the government did not allow its commercial development until the late 1940s. In this way the large corporations that owned the major radio interests were protected until they could adjust for the inclusion of the new phenomena that television became. Similarly the cable television industry was also held back due to entrenched supporters of the broadcast television industry.

A 1996 study by Robert Putnam documents that the dramatic increase of television viewing has altered many strands of the American social fabric. He says that television was "the fastest diffusion of a major technological innovation ever recorded." Nineteen years after first being

commercially introduced 90 percent of American homes owned a television set. This is an increase of 80 percent from 1950 when only 10 percent of homes owned a set.^{iv}

This increase of ownership of television sets was been paralleled by an increase of viewership. A conservative estimate states that TV viewing absorbs 40 percent of the average American's free-time, an increase of about one-third since 1965. Putnam continues by presenting facts that document that heavy television viewing is strongly and negatively related to social trust and group membership. This same outcome was further discussed in his book *Bowling Alone* in 2000.^v

In it he claims that our growing social-capital deficit threatens educational performance, safe neighborhoods, equitable tax collection, democratic responsiveness, everyday honesty, and even our health and happiness.

The data reported in the book documents declining civic club memberships and other community-building pursuits. Mr. Putnam addresses changing lifestyles, from two-paycheck and single-parent families to the increasing time consumed by home-workplace commuting, televi-

sion, and other "cocooning" activities that reduce time and energy for "other-directed" activity.

Given our commercialized culture and the accompanying addiction to television viewing it is no wonder that a major effect of this Technique is the reduction of participation in social, recreational, and community activities among people of all ages. Given all this, I still see signs of hope that we will survive the various dooms that threaten us.

The change that has to transpire must happen on a local level. It calls for personal action, the kind of action seen daily in our community centers. It is in these community technology centers that people are building the future. Instead of wistfully pining for a perfect past that never really existed, we are forging new connections in our communities, ones that go beyond our social enclaves and serve as a bridge to others across the planet. Ultimately, I perceive the goal of community building is to play a part in evoking a worldwide paradigm shift enabling us to see we are all passengers on spaceship earth. Only by linking our common and diverse interests can we outgrow the social isolation and embrace a global perspective that can

enrich all of our lives.

This is my last column for the *CMR* as chair of the national board. By the time you read this there will have been an election of a new chair. This comes at a time when my focus is on the exciting development of the start-up access center in Ventura, California. As we strive to foster a community access center that will evolve into a community action center. I will continue to be an active member of the Alliance, it's only by working together and combining our strengths that we can make a difference.

ⁱ Alvin Toffler, *The Third Wave* (New York: William Morrow & Co. 1980) p 147.

ⁱⁱ Marshall McLuhan, *The Gutenberg Galaxy*, (New York Signet Books, 1962) p 142

ⁱⁱⁱ Jacques Ellul, *The Technological Society* (New York Vintage Books, 1964) p xxv.

^{iv} Robert Putnam, *The Strange Disappearance of Civic America*, (The American Prospect) Winter 1996.

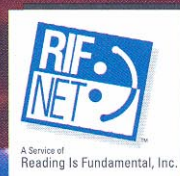
^v Robert Putnam, *Bowling Alone* (Simon and Schuster) 2000

Ric Hayes is executive director of Community Access Partners of San Buenaventura, CA, former chair of the Alliance, and a member of the Alliance national board. Contact him at rhayes@capstv.org.

RIF Exchange Season IV To begin in October 2002

RIF Exchange is a series that keeps teachers, parents, volunteers, and the community informed about the latest developments in children's literacy.

RIF Exchange is a presentation of Reading is Fundamental.



Season IV Topics include:

Early Childhood Literacy
Families and Literacy
Motivating Readers
Reading Across Content Areas

Supporting Literacy Development
for Special Populations
Summer Reading

***Fall 2002 ... New Topics...New Format...New Ideas
For Teachers and Parents!***

For more information, please contact RIFNet at (800) 590-0041 or visit us at www.rifnet.org

Some claim the natural progression of an activist is to spend the early part of your life learning and the middle part of your life doing and the last part of your life teaching. Not a bad notion. Fortunately we can spend a lifetime doing all three. Another way to look at it is gathering, building and then distributing...whether it is data, information, knowledge or wisdom. It seems many 'old timers' in the Alliance have realized this and do now teach, or distribute knowledge. We don't have any marble lined Mount Olympus for the 'wise ones' to lounge by pools and dispense knowledge...so capitalism's answer is, we consult.

A choice to pursue a path in social media development is no easy decision. Most people formally 'schooled' in media see models of profit and power not development and social service. People trained in social service and capacity development often don't readily see a role for media in their work. Just look at the curriculum for a Masters in Radio/TV Production and a Masters in Social Work to drive the point home.

Those of us in community media are straddling the fence with knowledge of the power and practical development of media and the desire to affect community capacity with media deployment. No easy task. We are literally redefining media in a culture that consumes it as a liquid commodity.

In our monthly orientation session at our Media Center I try to point out the distinction using our mission statement, "Building Community Through Media". I say we are similar to the many other social services in town who build community through food or clothing distribution or tool lending. It just so happens we build community by providing training, tools and transmission options in media. In fact, on surveys now, when they ask what your organization does, I don't check the "radio, TV, Internet" boxes anymore, I check the "education, social service, capacity building" boxes.

Recently, I realized just how naive I am while pitching the case for the Media Center to continue receiving several T-1 data lines from a local Internet Service Provider. The ISP had a new CEO arrive. It didn't take him long to spot the donation of bandwidth to us and he summoned me before him to justify the gift. After my summation of the CMC and the value of services we offer the community and the amplified value of his gift in our setting, he just looked at me puzzled. "What do you own" he questioned. "What do you mean" I answered. "Do you own the radio station, or the ISP or the TV licenses?" he queried. "Nobody owns them. We hold them in trust on behalf of the public". He shot back, "So you've been building this business for 20 years and you don't own anything, no shares in it, no controlling interest?" I thought he was toying with me at this point so I jokingly responded in my best *West Wing* staff mantra, "I serve at the behest of the community and its representatives, the board of directors". By now his seven years of capitalist training in acquisition via control was seriously invalidated and he looked at me with a strange mix of respect and disdain.

I forget sometimes that what we do is not 'normal' here in the USA, especially in the circle of our immediate commercial colleagues. The reception is much different at a gathering of social servants who realize the 'gain' we seek is their enhanced empowerment.

So what is the impact of all this access we provide? Maybe my interest is spurred by questions like his, or by my age or by reporters who ask the impact question or maybe by grant agencies who seem to live for impact statements and ascertainment. Regardless, what is the impact of all this access we provide? Those are the statements I seek. Those are the stories I want to tell. That is the meat on the bones of a career.

— Dirk Koning

Dirk Koning is founding director of the Community Media Center in Grand Rapids, Michigan. He is an adjunct faculty member of Grand Valley State University and serves on its School of Communication Curriculum Committee. Koning chairs the CMR Editorial Board, serves as president of the Alliance for Communications Democracy and speaks worldwide on issues of social media development.

FROM
Access TO
Impact

5

a Five Day Intensive

Trainers, media professionals, media literacy practitioners and teachers will gather for hands-on media lab work, discussions and demonstrations. Training and the mission of access in a digital world will be explored through digital production, creation of digital curriculum modules, teamwork and guided discussion.

Low-cost housing and three hours of undergraduate or graduate credit from the Portland State University available.

July 22 - 26, 2002

Portland, Oregon

- Training in a digital environment
- Community documentary process and technique
- Defining media aesthetics for community production
- Web-based curriculum design
- Workshop environment design
- Designing training curricula consistent with organizational mission
- Cross-platform curriculum design
- Project-based training
- Mentoring access producers
- Creating curriculum materials using DV video, iMovie and photo editing software
- Media streaming
- Working with schools and universities

[Re] THINKING

access Training in a Digital World

Presented by

Media Working Group

Fred Johnson, director

www.mwg.org/registration

mail@mwg.org

859.581.0033

presenters:

George Stoney, *New York University*

Fred Johnson, *Media Working Group*

Tim Kraus, *Media Working Group, Classroom Teacher*

Cathy Nostrand, *Former Training Coordinator,
CMC Santa Rosa, CA*

Dirk Koning, *E.D., Grand Rapids Community
Media Center*

co-sponsors:

Lowell Telecommunications

Mt. Hood Cable Regulatory Commission

Portland Cable Access

Grand Rapids Community Media Center

Portland State University,

20 Laptops, 12 DV Cameras Hit the Streets in Grand Rapids, Michigan

Editor's note: MOLLIE (Mobile Learning Lab for Information Education) is a project funded by the U.S. Department of Education and SBC/Ameritech. CMC uses MOLLIE to cross the digital divide and bring lap top computers, video cameras and non-linear video editing to disadvantaged youth and adults in their neighborhood. For technical details see the article on page 13.

BY GRETCHEN VINNEDGE

*A*l, Gretchen. This is Gayle calling. There will be 29 students participating in the project," was the message on the machine that morning. We had expected around 20 to sign up and were pleased and surprised by the higher number. So, we loaded the digital cameras, tripods, iBook computers, and four members of the MOLLIE team into the van and we were off.

Our destination was a small inner city school in the middle of a lower income neighborhood in Grand Rapids, Michigan. The school was on probation because of low scores on the MEAP test the previous year. Like all of the schools in the district, money was tight and the teachers were making the best of an increasingly bad situation. MOLLIE was an opportunity to give these students something out of the ordinary. An experience in learning that was also fun. Along with the teachers, we planned to have the fourth graders make several science videos over the next six weeks. These would show different experiments involving the laws of motion and the use of small machines and would be shown to other students to teach the principles.

The previous week, the MOLLIE Team from GRTV showed up at the school with a couple of video cameras and an iBook computer to talk to the class about MOLLIE, the *MO*bile Learning Lab for Information Education. The students knew we were coming, but hadn't been too excited about it. We set up the camera to shoot video of them as they came into the room and connected it to the computer so they'd see themselves on the screen. As soon as they walked in, we had them. The performance began at once with students vying for the eye of the camera and their chance at stardom. They swarmed around the equipment throwing questions at us.

"How'd you do that?"

"Wow, can I do that?"

"How much does one of them cost?"

"Can I take it home?"

"Is that for us?"

"I've never seen a computer like that before. What kind is it?"

It was great! They couldn't wait to get their hands on the equipment and we couldn't wait to start working with them. When we were packing up to leave, they were fighting over the privilege of helping us carry the equipment to the van. The next time we pulled into the parking lot, several of them were already waiting outside in the cold, without their coats on,

to help us carry the equipment inside. Upstairs in the computer lab that didn't have any computers in it, the rest of the group was waiting impatiently.

The energy level was high and we were a bit apprehensive wondering if we'd ever be able to get this mob under control. But when they realized they'd have to sit and pay attention for a few minutes, it calmed down quickly.

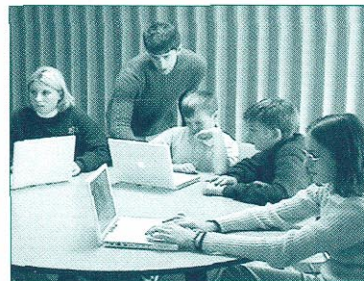
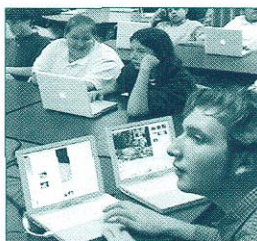
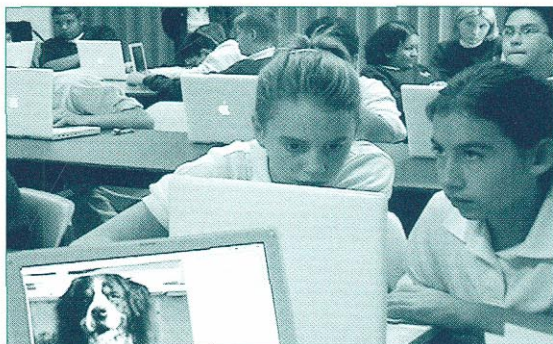
We started out talking about what they thought went into making a video discussing the various jobs such as producer, director, videographer, and actor. Then we talked about good composition, types of shots, the kind of video we'd be making and the different jobs they could do.

Finally it was time to take out the cameras. Each student put a battery on the camera, loaded a tape, mounted it on

a tripod and shot several minutes of footage to get the feel of how things worked. If they weren't working the camera they were the talent. Then we watched the footage and talked about what they did well and what they could do differently. By the time we left they all had caught the MOLLIE Bug.

Over the next six weeks, we visited the school twice a week. This was an after school program and something they had to sign up for in order to participate. The welcome we received each time was as enthusiastic as the first.

And even though we were making videos about science



Connecting in Malden, Massachusetts

The Malden Fire Department has used Malden Access TV since its beginnings. We have used it to get our message of fire safety, holiday and seasonal safety as well as general public relations for the department. It has been most successful.

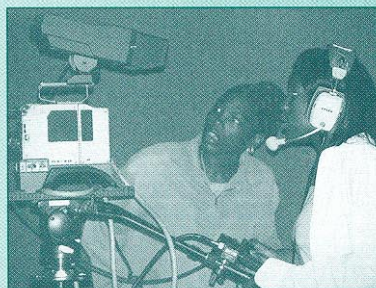
Most recently we have been pleased to have Ms. Susan Lawrence come on board to assist us as a producer. Susan has been instrumental in helping us get our message, not only to the young but also the elderly. We have a "SAFE" (Student Awareness of Fire Education) program in grades K through eight. Susan has helped us develop and produce a program entitled *The SAFE Challenge*. In addition she has helped us reach the young children to interact with the elderly through her programming and ideas.

The City of Malden and the Malden Fire Department has been most fortunate in having Malden Access TV and Ms. Susan Lawrence here to help us get our most important message to the most vulnerable audience.

—Dennis J. LaFrenier, Chief of the Malden, Massachusetts Fire Department.

Spreading their Message

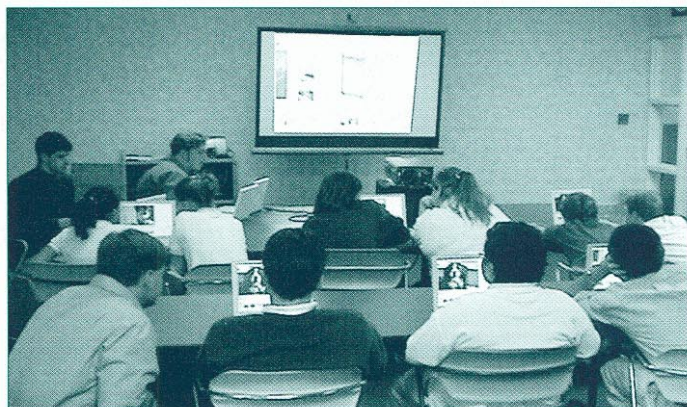
The Malden [MA] YWCA T-GIRLS participated in a 15-hour Basic Video Skills training presented by Malden Access Television (MATV). The six teens were trained in different aspects of production and were able to ultimately produce a 90 second Public Service Announcement



called *The Tobacco Rap*. The T-GIRLS wrote, directed, choreographed and edited this rap which describes the harmful effects of smoking and encourages viewers to "make smoking history."

This rap appears regularly on MATV and other cable access stations across the region. Through this experience, the T-GIRLS gained confidence and an enthusiasm for spreading their message in a creative and unique fashion, and the community is able to witness the power of young people and their passion for fighting tobacco.

—Bernadette Smith, Coordinator of Teen Services, Malden YWCA Advisor of the T-GIRLS



experiments, the groups were wonderfully creative and totally enjoyed the process.

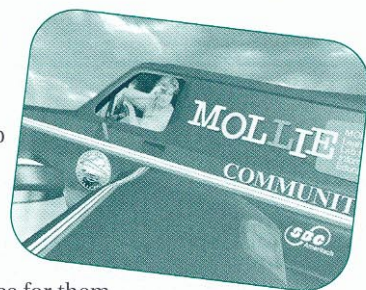
We started by doing a three-camera shoot of an experiment. The finished piece would be between five and seven minutes in length. We had five actors, a prop person, three directors (one for each camera), an audio person, and the rest took turns being camera-people. Though it looked like chaos to anyone peaking into the room, the students did an amazing job.

After three days of shooting, we did a rough edit of the footage to show them how they could put the footage from all three cameras together to make a single video. Soon they would also be learning how to edit on the iBooks and they could work more on this video as well and the other ones still to be made. We had them divide into small groups. Each group chose an experiment to tape. Then over the next couple of visits, they went through the production process of planning their shoot and taping the experiment.

Finally, it was time to get out the iBooks. We broke up into even smaller groups and they learned how to edit video with iMovie. Every student contributed to the editing process. They learned everything from how to make a simple cut, to making transitions, doing special effects, adding sound effects, and adding titles. Each completed piece was approximately three minutes long. When they were finished, all of the projects were edited together to make a 20-minute video for their school. Most importantly for them, this video was also shown on GRTV. They were very proud of themselves and deservedly so.

As for the MOLLIE Team, we were pretty proud too. It was a trying experience working with 29 fourth graders all bouncing off the walls in their excitement and seemingly yelling at the top of their lungs. At times, the decibel level was incredible and finding a nook quiet enough to shoot in almost impossible. Yet despite all that, it was really great seeing their eyes light up and knowing we were part of a very special experience for them.

MOLLIE has been around a lot since then, and each experience has been just as special. We can't wait to do it again.



Gretchen Vinnedge is education coordinator for GRTV at the Grand Rapids Community Media Center and the MOLLIE Project. She is a graduate of Grand Valley State University with a degree in film and video and has taught at GVSU as adjunct professor.

Community Broadband Moves Beyond Entertainment

By GARY ARLEN

*Contributing Curmudgeon. Multichannel News, 2/25/2002
reprinted with permission*

The arrival of arms merchants validates a battle's significance. And selling to — or in this case, collaborating with — both sides in the war between cable modems and digital subscriber lines assures the supplier a piece of the action, no matter who wins.

Best of all for the Grand Rapids (Mich.) Community Media Center, its alliance with telco SBC/Ameritech leverages the group's 20-year cable local origination experience with AT&T Broadband and its predecessors in that community.

GRCMC, which produces programming for public-access cable channels, has focused its latest broadband efforts on "MOLLIE," the Mobile Learning Lab for Information Education, nicknamed "broadband on wheels."

Seeded with a grant from SBC Communications Inc., parent of the local telephone company, the MOLLIE van — equipped with computers and wireless connectivity — roams the Grand Rapids area, bringing broadband access to parts of town where it's not available or isn't easily accessible.

A migrant-workers group with ties to Mexico City is using MOLLIE's facilities to communicate with family and friends back home. Inner-city middle school students are building Web sites with MOLLIE facilities. And community activists have already figured out how to take advantage of the hardware and network to make regional connections.

MOLLIE contains 20 Apple Computer Corp. iBook laptops. When the van pulls into a neighborhood center or school, it sets up a local wireless network based on the 802.11b (WiFi) protocol. GRCMC is developing a faster 802.11a wireless LAN.

And here's where it gets interesting: the MOLLIE van also includes Sony Corp. video cameras, so the GRCMC staff can offer training in video and content production. Audio, video and computer data are routed from MOLLIE back to the GRCMC headquarters for potential transmission on public access cable channels, Internet streaming or for use on a local FM radio station.

MOLLIE supplements an existing remote TV-production truck that GRCMC uses for its separate GRTV cable video-origination ventures.

Meanwhile, www.GrandNet.org — the Web site for all of GRCMC's services — has a link from the AT&T Broadband home page. That leads to a variety of civic network offerings, including an Internet service that GRCMC provides to local non-profit organizations.

GRCMC is also building an archive of local Web home pages. It already has an archive of video and film programs created for its public-access channels.

The multimedia approach transcends the broadband borders of the cable-vs.-DSL turf war.

Effervescent GRCMC director Dirk Koning said his motto is, "By any means necessary."

In his decades at the center, he has supervised development of the cable-related ventures, which now include hard-wired connections at 25 venues, providing video coverage of school and

community events. One of the connections is to the Gerald Ford Presidential Museum.

It took nearly three years for Koning to win the \$80,000 in initial MOLLIE funding from SBC. That "got things going," and led to a \$243,000 U.S. Department of Education grant with matching funds raised by GRCMC he said. The community group gets its recurring revenue from fees levied on cable broadband services, in addition to funding it culls from cable franchise fees.

MOLLIE and the GRCMC organization behind it represent more than just broadband opportunism. They demonstrate that broadband services reach far beyond entertainment.

Indeed, the DSL camp is trotting out ventures such as MOLLIE in its latest lobbying efforts. MOLLIE was a "star" at the recent Alliance of Public Technology Broadband Forum in Washington. The overarching message: Civic applications justify efforts to accelerate broadband deployment.

It's a not-very-subtle push for passage of a telco-friendly broadband bill sponsored by Reps. Billy Tauzin (R-La.) and John Dingell (D-Mich.), as well as other federal initiatives meant to speed up phone providers' ability to expand their DSL facilities.

The APT, which receives significant funding from several telephone companies, established the theme "Enhanced Services, Enhanced Lives" for its forum early this month. Other services it touted was a commercial sign-language service that uses DSL to facilitate hearing-impaired business meetings. (Wow! "Commercial" doesn't always mean "advertising.")

Sign Language Associates, a Maryland firm, provides real-time interpretation via DSL video conferencing, an on-demand application that's both innovative and cost-efficient. A DSL connection links the remote sign-language interpreter with participants at a meeting, all of whom are using conventional video devices.

SLA vice president Mary Carr told the APT meetings that the setup offers the speed and viewing clarity sufficient to make such two-way meetings viable, unlike previous integrated services digital network (ISDN) technology. (There's also a warm irony in the obscure historic connection to Alexander Graham Bell's earliest ventures, which included extensive efforts to create services to assist the hearing impaired.)

APT also trotted out case studies in telemedicine, distance learning and other familiar applications that make use of DSL technology. Cable's broadband facilities can also be used for all such services, but there's a wide belief that cable is still about speed and entertainment — not necessarily the business and community services that the DSL camp is spotlighting. (Of course, telcos will also be glad to deliver movies, video and games via their high-speed networks if and when they can provide the reach.)

That's why GRCMC and its arms-merchant approach may be a prototype for future broadband-applications developers. Today's turf war between cable and DSL providers makes for exclusive showcase partnerships, but savvy applications providers will take advantage of any available pipeline.

How remarkable that competition may bubble up from an opportunistic community venture. Just as visionaries had hoped.

*Access contributing curmudgeon Gary Arlen regularly in
Broadband Week.*

<http://www.tvinsite.com/multichannelnews/index.asp>

Digital Conversion and the Impact on GRTV

'...alive, on the ground, wearing cotton and making digital media.'

BY CHUCK PETERSON

I remember the excitement of buying my first super-8 film camera in 1979. At the same time, I bought 30 rolls of film and immediately commenced exposing them to light, frame by frame. In my innocence, I managed to capture moments of color, texture and beauty. I was a filmmaker! The natural next step was to show my films to audiences of friends, family and peers. It wasn't long before my seminal works were scratched and dirty and faded.

Then came VHS. Suddenly, natural sound and long-form subjects became part of my palette. Though video was not as beautiful as film, the trade off in cost of media was some consolation. Better to be an artist working on a project than one wishing he had the money to work on one. Best of all, I could make copies and preserve my original material! That excitement was short-lived as I watched the resolution in my images dissolve through generations of edits and dubs. S-VHS seemed like it could be the answer, but the quality of the last copy always left me wishing I had access to better formats.

I was familiar with the concept of a digital production environment from very early on but it always felt like pie in the sky. I would be wearing a spandex unitard and flying around in a jet-pack before I would ever see an affordable, loss-less, video format. Fortunately, R&D was skewed in my favor. I am alive, on the ground, wearing cotton and making digital media.

Are we where we want to be? Is digital everything that was promised or hoped for? Of course the answer is "not yet" but certainly there is a bright light at the end of the tunnel and I am starting to see that light reflected on the walls around me. GRTV's story is still evolving, but I would like to tell the story of our digitization up to this point.

Excluding time base correctors and character generators, the first introduction to digital media at Grand Rapids, Michigan's public access station GRTV was the Video Toaster and its bundled 3D-animation program, Lightwave. In the early '90s with version 1.0 running on an Amiga computer, access producers were beginning to experiment with creating all digital environments straight from the imagination. The process involved rendering scenes to a hard drive, one frame at a time. Depending on details, shadows and reflections, each frame might take 20 minutes to an hour. Once a frame was fully rendered, it needed to be recorded to analog videotape. A special, computer-based edit controller developed for an Amiga by a Canadian company called DPS was designed to automate this process. It took forever but the results were amazing. This was only a taste, but the flavor of the stew was already apparent.

The introduction of camcorders with firewire ports was the catalyst for our leap into digital. It seemed clear that miniDV was shaping up to be the next tape format with access producers in mind. GRTV purchased a single Canon XL1 and a Media100 with 54 GB's of external storage in 1999 to begin to explore the hazards of the new landscape. The decision to go with Media100 was influenced on what others in the community were buying. The local university and several colleges in the area had chosen Media100 and we felt that the potential for user groups would be much stronger with those institutions than with the professionals who were buying Avids.

We started with staff and some of our more experienced access producers and offered small classes to get them started. It was clear immediately that there was no turning back. It was impossible to think about returning to analog, linear editing after experiencing the superior tools and more intuitive method of organization. We began by thinking this should be advanced editing but we came

around to thinking that non-linear was actually a much easier way to learn to edit for a beginner. Bins and timelines are much easier to explain than control track and assemble vs. insert editing.

So it was settled; GRTV needed to figure out a way to transition from our old equipment and comfortable practices to a completely new way of doing things. The three big areas to deal with were infrastructure, training and project management.

Infrastructure

The expense of replacing all the equipment at once was far too great. The biggest outlay was clearly going to be the non-linear editing stations and the massive storage they would require so it was an easy decision to make that the last phase. We knew the prices and quality were only going to get better over time. The first phase would be replacing our camcorders and adding digital decks to our analog suites. Producers could shoot digital and edit analog, mastering on S-VHS.

Choosing cameras, we decided to go with Sony. Surprisingly, it was their battery system that tipped the scales. Their "8-hour" info-lithium products threatened to eliminate the bane of remote production: dead batteries. The Sony VX-2000 seemed to have all the features we liked. The edit decks were a slightly more painful purchase. We needed RS-422 control for use with analog edit controllers, but that one feature required a \$4,000 deck in each suite.

Phase two involved adding digital decks to our production control room, our production truck and our master control room. This upgraded the quality of our multi-camera switched productions, maintaining digital signals all the way up to delivery on the channel. We took this opportunity to finally retire 3/4" tape in our production environment. In the MCR we also added a DVD player and had all of our station ID's, disclaimers and promos burned to a single disc.

Finally, in May 2001 we replaced our 3 analog suites with 3 Non-linear suites. We

chose DPS Velocity hardware and software with 180GB arrays connected to each. In one of the rooms we had enough leftover decks (barely) to maintain a single linear edit station, anchored by (of all things) an Amiga with a Video Toaster. We chose DPS Velocity for a variety of reasons. DPS was a pioneer in digital video products and the Velocity system was certainly very powerful and full featured. Our computer guys wanted something that ran on NT (their area of expertise). The biggest reason was that of all the systems we looked at, DPS Velocity was the one that appeared easiest to use. You could watch someone else edit and just about figure out how to do it.

Training

The paradigm had shifted, but most of our users only knew how to do control track editing. Our first task was to send out a mailing to all the members who had ever taken an editing class at GRTV and offer them a free non-linear edit training. We had approximately 150 responses indicating an interest in upgrading their skills. We went to the calendar and scheduled 15 one-time training sessions over two months, each with 10 openings. With a team of 3 trainers in each session (one for each suite) we covered non-linear basic principles for one hour and led hands-on activities for two hours. We sent them home with detailed handouts and the assurance that one-on-one help would be available when they actually were ready to edit a project. Evaluations were overwhelmingly positive. Almost all felt they were ready to edit on a computer.

Project Management

From our earliest experiences with the Media100 it became apparent that project management would become the new focus for our production staff. Hard drives keep getting cheaper but what seems like a huge drive this month, looks way too small next month. Video keeps on gobbling all available space no matter how much you have. The days of producers coming in carrying a crate of tapes and taking months to finish their projects was over. Get 'em on and get 'em off!

In many ways this style of editing forces better production habits. Logging used to be a very good idea and now it is pretty much critical. Projects are also

getting finished on a more timely basis not only because the tools are better, but also because peers are looking hungrily at the drive space you are sitting on.

GRTV's production department has developed several strategies for allocating gigabyte resources. We now reserve GBs in addition to reserving edit suites. We have a formula for how much space you can reserve, factoring in the time you predict it will take to finish your project and the number of minutes of raw footage you intend to digitize. Some projects require breaking the program into segments and working one piece at a time. Others work in draft mode making edit decisions in low resolution and then re-digitizing from the original footage later on. In a scenario where a producer can't seem to finish their project, as a last resort we will save their edit decisions and graphics on a recordable CD and dump their media for re-digitization at some later point.

The Future

Right now we are launching into a whole new experiment in editing protocol: take-home editing. There has been a lot of buzz about Apple's Final Cut Pro, but perhaps more impressive is the program bundled free with every Apple: iMovie. This little program is easy to learn and does everything an average access producer needs it to do. For less than the price of a camcorder, we can send a full-functioned edit machine home with the producers in the form of a laptop computer. We will still maintain full-featured edit stations at the Community Media Center for those who want to go farther, but it is our hope that this experiment will result in more community programming and less of a bottleneck for finishing projects.

We long for the day when technology will save us with a fast, portable, random-access storage medium that is as affordable as videotape. Firewire drives and giant video servers are a step in the right direction, but there is still some distance to go before we are out of the tunnel and bathed in sunshine.

Chuck Peterson is director of GRTV, an affiliate of the Community Media Center in Grand Rapids, Michigan. Contact him at chuck@grcmc.org

Step IT Up Program Offers New Hope for Incarcerated Women In Vermont

"I learned computers at the time of punch cards, so I wanted to participate in the Step IT Up Program, but I never knew it would be so exciting."

— Montessa Williams

Montessa Williams is one of nine women at Vermont's Dale Correctional Facility who are participating in the first cycle of Step IT Up. During the nine week program, the women learn computer basics and move onto to graphic design and web development.

Two afternoons each week they work with job counselor Leigh Steel and learn how to prepare for the world of work. "What makes this program so successful is our focus on job readiness," says Steel.

Step IT Up is a collaboration of Northern New England Tradeswomen and CCTV CyberSkills/Vermont.

"For people like ourselves," says Tabby Ringwig, "it gives us hope where we never had it."

The women graduates completed two personal and business websites each, as well as powerpoint presentations now being used by prison officials. Montessa Williams sums up, "In addition to our new computer skills, we have confidence and a sense that we actually completed something."

For more information, contact Jayne Sheridan, at CyberSkills/Vermont, telephone 802.860.4057 ext. 22, or email at jsheridan@cyberskillsvt.org.

Cultural Communities in Exile Across the Globe

Dī-as'pō-rà, n, Gr. diaspora, a dispersion, to scatter or sow.

BY MYRIA GEORGIU, PH.D

When referring to community media we usually assume that these are grounded in place and in specific locales. New information and communication technologies though have challenged this assumption and allowed global and dispersed communities to establish their own media across spatial limitations. These developments in community communication have consequences for identity, belonging and community building; and these are the key issues we address in an ambitious European research project based at the Media Programme (Media@LSE) of the London School of Economics. More specifically, this project aims at drawing a comprehensive map of the diasporic media cultures across the European Union and examining how minority media cultures relate to issues of exclusion, participation and community.

Communities' experience with the Internet and on-line media, as well as academic research, have already shown that communication technologies have enabled the development of decentralised, local and transnational media. These developments have allowed communities to re-imagine themselves and Europe beyond the dominant and national ideologies of European and national homogeneity. We study these qualitative changes in minorities' communication, in our attempt to understand their consequences for belonging, identity and for the empowerment or disempowerment of diasporic, ethnic communities – of communities that are actually alternative to the mainstream.

We aim at mapping cultural and ethnic difference within Europe and interpret it. We are mapping cultural difference as expressed in media cultures; cultural difference can lead to segregation, to the emergence and sustaining of communities that are distinct and separate from the mainstream, but also to the emergence of communities that are becoming integral part of the mainstream, of the national and transnational European societies, though often radically innovative in appropriating diversity within their boundaries and outside.

Diasporic Communication

Diasporic ethnic media cultures are as rich and diverse as the experience of the diasporas overall. Communities such as the Turks who live in Europe for example, enjoy an extensively developed media setting, benefiting from satellite technologies in particular. Other communities, such as the Kurds, increasingly balance their limited access to conventional media with a booming communicative presence on the web. Dozens of new Kurdish web sites make their appearance on the Internet every month and, in their variety in style and content, they reflect the multiple and diverse communication needs and interests of the global Kurdish diaspora.

The Kurdish example is one that reflects very vividly the complexity and diversity of mediated communication, especially communication on-line, with consequences for identity. Kurds, forming one of the most tightly-linked and politicised diasporas, have been using the Internet to make their political cause known,

their own voice against Turkish and other opposing voices heard and for renewing a sense of belonging in a transnational community. Political web pages and discussion groups and sites of Kurdish culture and language have a prominent presence within Kurdish on-line production. It is worth noting though that, even for a community whose transnational communication is characterised by a lively and transnational political and politicised discourse, this is not the only kind of communication developed on-line. Kurds still produce and consume a variety of web sites and use emails for communicating not only political concerns, but also personal, professional and other news.

Overall, the media open up possibilities for communication between communities in local, national and transnational spaces, they create new possibilities for cheaper and quicker communication and shape community spaces that are not restricted by geography. The vivid diasporic media space, the development of diasporic networks and the increasing, yet diverse use of the diasporic media by different communities indicate that information and communication technologies have not only eased diasporic local and global communication, but they have actually changed it. When grandparents living in Greece learn how to use the Internet in order to send emails to their granddaughter in London, their understanding of communication, as well as the intensity of family relations change. When every third Cypriot household in London invests on a huge satellite dish in order to watch the news from their country of origin every evening, the distance between Britain and Cyprus diminishes; everyday Cyprus news become common references in London and the sense of being Cypriot is being reinvented every evening.

Internet and Diaspora

As the examples presented already highlight, new on-line and off-line media alter the conditions of diasporic communication. Internet has an increasingly central role in enabling and empowering diasporic communities to communicate within local and global spaces. The Internet surpasses national boundaries and the legislative limitations that bind other media, thus it opens up new possibilities for sustaining diasporic community relations and even for reinventing diasporic relations and communication that were either weak or non-existent in the past.

In discussing the condition of diasporic on-line communication, it is important to think of its value for ethnic diasporic communities without overestimating or underestimating its uniqueness. On one hand, on-line communication for the members of diasporas has similar characteristics with other groups—with all the qualities, inequalities and rapid changes that characterise on-line communication overall. For example, the numbers of members of diasporas using the Internet increase rapidly. Also, as a rule, people of higher education and income enjoy higher levels of access than those of lower educational and economic capital. In most cases, diasporic on-line communication is diverse and it combines the use of email with a more limited use of the web for information, entertainment and education. On the

The Internet is for Everyone

BY VINTON CERF

The number of Internet users will likely reach over 1000 million by the end of the year 2005, but that is only about 16% of the world's population. By 2047 the world's population may reach about 11 billion. If only 25% of the then world's population is on the Internet, that will be nearly 3 billion users.

As high bandwidth access becomes the norm through digital subscriber loops, cable modems and digital terrestrial and satellite radio links, the convergence of media available on the Internet will become obvious. Television, radio, telephony and the traditional print media will find counterparts on the Internet—and will be changed in profound ways by the presence of software that transforms the one-way media into interactive resources, shareable by many.

The Internet is proving to be one of the most powerful amplifiers of speech ever invented. It offers a global megaphone for voices that might otherwise be heard only feebly, if at all. It invites and facilitates multiple points of view and dialog in ways unimplementable by the traditional, one-way, mass media.

The Internet can facilitate democratic practices in unexpected ways. Did you know that proxy voting for stock share-

holders is now commonly supported on the Internet? Perhaps we can find additional ways in which to simplify and expand the voting franchise in other domains, including the political, as access to Internet increases.

The Internet is becoming the repository of all we have accomplished as a society. It has become a kind of disorganized "Boswell" of the human spirit. Be thoughtful in what you commit to email, news groups, and other Internet communication channels—it may well turn up in a web search some day. Thanks to online access to common repositories, shared databases on the Internet are acting to accelerate the pace of research progress.

The Internet is moving off the planet! Already, interplanetary Internet is part of the NASA Mars mission program now underway at the Jet Propulsion Laboratory. By 2008 we should have a well-functioning Earth-Mars network that serves as a nascent backbone of an interplanetary system of Internets—InterPlaNet is a network of Internets! Ultimately, we will have interplanetary Internet relays in polar solar orbit so that they can see most of the planets and their associated interplanetary gateways for most, if not all of the time.

The Internet Society is launching a new campaign to facilitate access to and

use of Internet everywhere. The campaign slogan is "Internet is for everyone," but there is much work needed to accomplish this objective.

Internet is for everyone—but it won't be if it isn't affordable by all that wish to partake of its services, so we must dedicate ourselves to making the Internet as affordable as other infrastructures so critical to our well-being. While we follow Moore's Law to reduce the cost of Internet-enabling equipment, let us also seek to stimulate regulatory policies that take advantage of the power of competition to reduce costs.

Internet is for everyone—but it won't be if Governments restrict access to it, so we must dedicate ourselves to keeping the network unrestricted, unfettered and unregulated. We must have the freedom to speak and the freedom to hear.

Internet is for everyone—but it won't be if it cannot keep up with the explosive demand for its services, so we must dedicate ourselves to continuing its technological evolution and development of the technical standards the lie at the heart of the Internet revolution. Let us dedicate ourselves to the support of the Internet Architecture Board, the Internet Engineering Steering Group, the Internet Research Task Force, the Internet Engineering Task Force and other organi-

This document expresses the Internet Society's ideology that the Internet really is for everyone. However, it will only be such if we make it so.

1. The Internet is for everyone

How easy to say - how hard to achieve!

How have we progressed towards this noble goal?

The Internet is in its 14th year of annual doubling since 1988. There are over 150 million hosts on the Internet and an estimated 513 million users, world wide.

By 2006, the global Internet is likely to exceed the size of the global telephone network, if it has not already become the telephone network by virtue of IP telephony. Moreover, as many as 1.5 billion Internet-enabled appliances will have joined traditional servers, desk tops and laptops as part of the Internet family. Pagers, cell phones and personal digital assistants may well have merged to become the new telecommunications tools of the next decade. But even at the scale of the telephone system, it is sobering to realize that only half of the Earth's population has ever made a

telephone call.

It is estimated that commerce on the network will reach somewhere between \$1.8T and \$3.2T by 2003. That is only two years from now (but a long career in Internet years).

2. Security Considerations

This document does not treat security matters, except for reference to the utility of cryptographic techniques to protect confidentiality and privacy.

3. References

[1] Internet Society – www.isoc.org

[2] Internet Engineering Task Force – www.ietf.org

[3] Internet Corporation for Assigned Names and Numbers – www.ICANN.org

[4] Cerf's slides: www.wcom.com/cerfsup

[5] Interplanetary Internet – www.ipnsig.org

[6] Internet history – livinginternet.com

4. Author's Addresses

Vint Cerf, former Chairman and President, Internet Society,

zations dedicated to developing Internet technology as they drive us forward into an unbounded future. Let us also commit ourselves to support the work of the Internet Corporation for Assigned Names and Numbers—a key function for the Internet's operation.

Internet is for everyone—but it won't be until in every home, in every business, in every school, in every library, in every hospital in every town and in every country on the Globe, the Internet can be accessed without limitation, at any time and in every language.

Internet is for everyone—but it won't be if it is too complex to be used easily by everyone. Let us dedicate ourselves to the task of simplifying the Internet's interfaces and to educating all that are interested in its use.

Internet is for everyone—but it won't be if legislation around the world creates a thicket of incompatible laws that hinder the growth of electronic commerce, stymie the protection of intellectual property, and stifle freedom of expression and the development of market economies. Let us dedicate ourselves to the creation of a global legal framework in which laws work across national boundaries to reinforce the upward spiral of value that the Internet is capable of creating.

Internet is for everyone—but it won't be if its users cannot protect their privacy and the confidentiality of transactions conducted on the network. Let us dedicate ourselves to the proposition that cryptographic technology sufficient to protect privacy from unauthorized disclosure should be freely available, applicable and exportable. Moreover, as authenticity lies at the heart of trust in networked environments, let us dedicate our-

selves to work towards the development of authentication methods and systems capable of supporting electronic commerce through the Internet.

Internet is for everyone—but it won't be if parents and teachers cannot voluntarily create protected spaces for our young people for whom the full range of Internet content still may be inappropriate. Let us dedicate ourselves to the development of technologies and practices that offer this protective flexibility to those who accept responsibility for providing it.

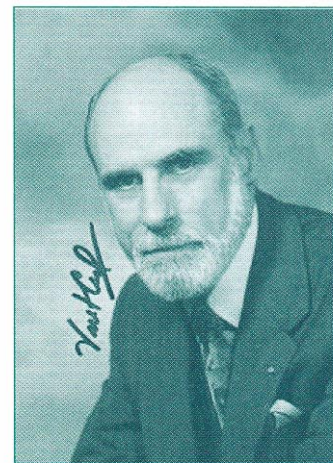
Internet is for everyone—but it won't be if we are not responsible in its use and mindful of the rights of others who share its wealth. Let us dedicate ourselves to the responsible use of this new medium and to the proposition that with the freedoms the Internet enables comes a commensurate responsibility to use these powerful enablers with care and consideration. For those who choose to abuse these privileges, let us dedicate ourselves to developing the necessary tools to combat the abuse and punish the abuser.

Internet is for everyone—even Martians!

I hope Internauts everywhere will join with the Internet Society and like-minded organizations to achieve this, easily stated but hard to attain goal. As we pass the milestone of the beginning of the third millennium, what better theme could we possibly ask for than making the Internet the medium of this new millennium?

Internet IS for everyone—but it won't be unless WE make it so.

<http://www.rfc-editor.org/rfc/rfc3271.txt>



"The Internet is proving to be one of the most powerful amplifiers of speech ever invented. It offers a global megaphone for voices that might otherwise be heard only feebly, if at all. It invites and facilitates multiple points of view and dialog in ways unimplementable by the traditional, one-way, mass media."

— Vinton Cerf, a co-inventor of tcp/ip (the main operating protocol on the internet)

January 2002, Sr. Vice President, Internet Architecture and Technology, WorldCom, 22001 Loudoun County Parkway, F2-4115, Ashburn, VA 20147. Email: vinton.g.cerf@wcom.com

5. Full Copyright Statement

Copyright (C) The Internet Society (2002). All Rights Reserved.

This document and translations of it may be copied and furnished to others, and derivative works that comment on or otherwise explain it or assist in its implementation may be prepared, copied, published and distributed, in whole or in part, without restriction of any kind, provided that the above copyright notice and this paragraph are included on all such copies and derivative works. However, this document itself may not be modified in any way, such as by removing the copyright notice or references to the Internet Society or other Internet organizations, except as needed for the purpose of developing Internet standards in which case the procedures

for copyrights defined in the Internet Standards process must be followed, or as required to translate it into languages other than English.

The limited permissions granted above are perpetual and will not be revoked by the Internet Society or its successors or assigns.

This document and the information contained herein is provided on an "AS IS" basis and THE INTERNET SOCIETY AND THE INTERNET ENGINEERING TASK FORCE DISCLAIMS ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO ANY WARRANTY THAT THE USE OF THE INFORMATION HEREIN WILL NOT INFRINGE ANY RIGHTS OR ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

Acknowledgement. Funding for the RFC Editor function is currently provided by the Internet Society.

Making a Difference in Taos, New Mexico

Volunteer Work Experience Starts New Mexico Youth on His Way

BY NANCY MONTANO

Since its inception, La Plaza Telecommunity in Taos, New Mexico has welcomed local community members as volunteers. Some of these volunteers have had no previous computer and/or Internet experience and are many times hired on as staff members when possible. Some of them have continued working in the computer and information technology field as web-site designers, computer hardware specialists, technology trainers, etc.

Mike Ortiz, a former La Plaza volunteer and staff member, is a special young man who has become a much sought after systems administrator and LINUX guru in northern New Mexico.

Mike was born in 1978 in Taos, New Mexico to Alex and Jackie Ortiz. He attended school in Taos, graduating from Taos High School in June 1996. In early spring 1997, Mike was hired as a volunteer at La Plaza Telecommunity. After graduating from Taos High he attended UNM-Taos for one semester. He left UNM after trying out their human resources program knowing it wasn't for him. Mike knew that information technology was the wave of the future and he wanted to explore the possibilities. He heard that La Plaza was in need of volunteers and decided to he could not only help out the community, he could learn more about computers and Internet technology by working there. His father was aware that Mike would need computer skills for future employment opportunities and supported him in his decision to work at La Plaza as a volunteer.

Mike's computer skills were limited but his drive to learn was not. During Mike's tenure at Taos High School, there were no computer classes nor was the school wired to the Internet. He had learned how to dial-up to the Internet via La Plaza and had used the computer for some word processing from home.

Mike was hired at the front desk to help community members set up new accounts as well as help current La Plaza users with technical problems they may



Mike Ortiz

Mike knew that information technology was the wave of the future and he wanted to explore the possibilities. He heard that La Plaza was in need of volunteers and decided to he could not only help out the community, he could learn more about computers and Internet technology by working there.

have accessing the Internet or with any computer software problems. He remembers the first time he helped a user set up their TCP/IP settings successfully and he knew that he wanted to be involved in computer and Internet technology at some level.

With a voracious appetite to learn everything he could, Mike became a Windows expert within a few months and was soon assisting La Plaza staff on their computer problems. He became interested in computer programming after experiencing Windows operating system limits and soon began to explore LINUX and Free BSD.

Mike was hired as a full time staff member within two months of volunteering at La Plaza after the former help desk assistant left. In his spare time Mike devoted his time to learning LINUX and in 1998 decided to go back to college to learn computer programming. He enrolled at Northern New Mexico Community College and soon dropped

out because he was actually learning more on his own than what they could offer him. He came back to La Plaza in 1999 when he was hired as the Field Support Tech and soon after became the interim System Administrator.

Mike's reputation and ability to build and maintain systems grew throughout Taos during this period and he was hired as System Administrator by the local electric cooperative to help them develop their ISP. In 2000, Mike came back to La Plaza as the system administrator. He says, "I knew not only could I help them out, I could pay them back for the opportunity they gave me."

Today, at the ripe old age of 23, Mike has his own consulting business where he can command up to \$200 per hour for his expertise. His expertise lies from System administration to systems development. He is considering several job offers he has received from outside New Mexico. Mike continues to assist La Plaza with any special needs they may have.

When asked if he ever considered going to a major university to complete a computer science degree, Mike said no because he felt that the technology was moving so rapidly that by the time a university decided to offer classes he may want or need the technology had changed.

Mike is an accomplished musician and plays with a local Taos Band, *Amigos Unidos*. He has a recording studio in his home where is presently working on his own soon to be released CD that will feature popular Spanish/Mexican cover songs. Mike supports the work La Plaza has done not only for him, but for the entire community. He encourages other young people to explore volunteer opportunities at similar community networks and community technology centers where they live.

Nancy Montano is web master at La Plaza Telecommunity in Taos, New Mexico.

<http://www.ctcnet.org/stories/v1/06.html>

A Global Movement for People's Voices in Media & Communication in the 21st Century

SUMMARY: This proposal calls for civil society and NGOs to form an international alliance to address concerns and to work jointly on matters around media and communication. We believe a new social movement in this field is needed, and is ready to act internationally.

Uniting civil society organisations that today use media and communication networks in their work for social change is:

- ▲ An awareness of the growing importance of the mass media and communication networks for the aims they are trying to achieve;

- ▲ A concern about current trends in the field of information and communication toward concentration of ownership and control into fewer hands;

- ▲ A concern that state censorship is giving way only to more subtle censorship, through subjection to commercial exigencies and maximising shareholder gain;

- ▲ An awareness of the lack of public influence on these trends, in both developed and developing countries, in democracies and under dictatorships.

The central focus of the movement would be to tackle problems and find solutions to one of the greatest challenges of our time: *To ensure that the voices and concerns of ordinary people around the world are no longer excluded!*

A two-fold approach is required.

First, strategic level cooperation amongst NGOs must build common agendas, joint funding proposals and exchange and cooperation mechanisms. Gathering, analysing and dissemination of information will be a key aspect of this. Second, concrete cooperation could begin through joint activities of the people and organisations participating in the movement, under the following suggested themes:

- ▲ Access and Accessibility
- ▲ Right to communicate
- ▲ Diversity of expression
- ▲ Security and Privacy
- ▲ Cultural environment

Concrete targets and actions around these themes are suggested. This proposal will be spread widely among media and communication organisations, in order to initiate discussion on the most effective means to collaborate.

FULL STATEMENT. This is a call to build a Global Movement on Media and Communication for the 21st Century. At its core is the demand that the voices of ordinary people around the world are no longer excluded from media and communication.

It is drafted, and continues to be refined, by a group of concerned media and communication practitioners, academics and NGOs, coming together under the banner of Voices 21. It is associated with the People's Communication Charter, a civil society initiative that promotes the rights of people in media and communication and which in the last few years has been endorsed by many thousands of organisations and individuals; and has close links with a number of other current initiatives.

1. A Common Concern. NGOs all over the world have long

worked in the field of media and communication; creating and supporting community radio and access TV networks, bringing the Internet to civil society, using video for local development, attempting to influence media and communication policy, and through a variety of other means. Others have grown expert in the use of media and communication to pursue their development and empowerment strategies, whether through electronic networking, effective media influencing or media-based educational campaigns.

Increasingly, however, concerns are being expressed regarding the major trends in global media. While technological progress, and political and regulatory changes, can potentially benefit many of those in need, the scales seem increasingly tipped in favour of the already powerful. There is genuine and growing concern that global trends in media and communication are leading us into uncharted territory, and that those at the helm have no particular interest in the needs of the majority of the world's people.

Civil society organisations, in general, share the following:

- ▲ An awareness of the growing importance of the mass media and communication networks for the aims they are trying to achieve;

- ▲ A concern about current trends in the field of information and communication toward concentration of ownership and control into fewer hands;

- ▲ A concern that state censorship is giving way only to more subtle censorship, through subjection to commercial exigencies and maximising shareholder gain;

- ▲ An awareness of the lack of public influence on these trends, in both developed and developing countries, in democracies and under dictatorships.

2. An Emerging Movement. For some years now, NGOs such as AMARC, Vidéazimut, APC and WACC have been building international organisations, to promote the interests of their members and more generally to focus on the media needs of civil society. Others, such as the Platform for Democratic Communication, People's Communication Charter, MacBride Round Table and Cultural Environment Movement, are concerned from the outset with democratisation of the media domain, spreading the message sometimes to thousands of people and their organisations.

More recently, these have embarked on what is in effect a process of global mobilisation, seeking common ground, joining forces around specific issues, and developing proposals for cooperation. Alongside and supporting this have been numerous international events, in every region of the world and organised by a great variety of organisations and coalitions, where civil society voices are calling for a fundamental review of the media and communication domain, including global governance structures.

3. The Perceived Threats. The potential impact of current trends, especially given the absence of significant public influence upon them, are enormous, with ramifications spreading into the ordinary lives of people everywhere. Fears can be summarised as follows:

A threat to Media Diversity in Form and Content:

- 'Dumbing-down' of news and educational programming forms, with 'infotainment' and 'edutainment'

- Reduction of real content diversity, displaced by multiplication of homogenised programming

A threat to Public Understanding and the Democratic Process:

- Undue influence of commercial imperatives on news, current affairs and educational content
- 'Media Moguls' controlling the political slant of their publications, and directly biasing the information available
- Growing global electronic surveillance, by government and private interests

A threat to Global Equity of Access and Economic Development:

- Growing disparity of access to information and communication technologies and applications globally, between urban and rural, and between groups in society
- A proliferation of advertising globally, perpetually delivering distorted messages of lifestyle expectations
- The imposition of a single dominant set of cultural values, promoting values that implicitly and explicitly advocate commercial over human relationships

A threat to Cultural and Social Forms:

- The subjection of sport and all forms of entertainment to purely commercially driven criteria
- Domination of a single language in the new media content, and consequent loss of linguistic diversity
- Ubiquity of advertising, interrupting and deforming other social and cultural information, visually and aurally
- A considerable body of academic research, and the real experience of numerous NGOs, confirm that these threats are real, and merit the urgent attention of international organisations, governments, and by organisations everywhere that claim concern for our future. It is imperative that people, and civil society, everywhere begin to understand the nature and dynamics of these changes, and mobilise the means by which democratic accountability can be introduced.

4. Purpose of the Movement. The central focus of the movement would be to tackle problems and find solutions to one of the greatest challenges of our time: To ensure that the voices and concerns of ordinary people around the world are no longer excluded! Despite all the solemn declarations about information societies and communication revolutions, most of the world's voices are not heard. In today's reality most people have neither the tools and skills to participate in social communication, nor a say in communication politics. The preamble of the People's Communication Charter goes: "All people are entitled to participate in communication and in making decisions about communication within and between societies". In spite of all the developments and innovations in the field of information and communication, this standard is far from being realised.

5. What to Do. We believe that a two-pronged approach is needed, one at the level of strategy development, the other at the level of cooperative action. These two are complementary, and can proceed any distance only by joining together hand in hand.

On the one hand, building a movement will require planning, strategic thinking, resources and the space to explore common ground and build strategies. On the other, organisations committed to the democratisation can, under a common banner, begin to plan and implement cooperation on practical activities that will help build the movement and tackle the issues.

Building A Strategy Together. Building a movement in which

all can feel part of and play a role, but yet which is coherent and focused, takes time and effort. There is also a major information and educational challenge, to ensure civil society is adequately informed on local to global trends, and opportunities to influence agendas. Voices 21 seeks only to build bridges, not to displace existing initiatives and organisations which have carried the issue to the brink of a movement.

Voices 21 began as a proposal to initiate a World Congress or Summit on media and communication. This intention remains as a future milestone in cooperation. In the meantime, however, as steps towards building a movement, we are encouraging participation in the following range of activities.

Activities within the movement. Networking and concrete cooperation could, for example, begin around five campaigns, described below by Theme, Concerns, Targets and Actions.

Theme 1: Access and Accessibility.

Concern: Participation in social communication presupposes access: To big media, to community media, to computer networks, to information sources and to other tools. However, physical access is right now for many neither sufficient nor affordable. Most people in the world are denied access to such basic tools as a telephone. As a result, a social gap grows between those who can afford access to information and those who will be excluded. This must be changed.

Targets: International donor institutions that demonstrate in their policy and practice an enormous gap between words and actions: There is much rhetoric about the right to communicate, but totally inadequate supportive funding and support. The international trade negotiators, particularly at the WTO, who enact policies that are not conducive to universal access and accessibility of communication infrastructures and information networks.

Action:

- ▲ Collaborate on building media and communication access where needed; for example telecentres, low-cost radiowires.
- ▲ Use modern techniques where local infrastructure doesn't exist, such as solar energy, satellite and radio communications.
- ▲ Find joint ways to finance access-building work.
- ▲ Lobby meetings of the WTO and other multilateral institutions.

Theme 2: Right to communicate.

Concern: Around the world, old and new forms of state and commercial censorship are rampant; they threaten not only the independence of conventional mass media, but also the right to communicate through new channels like the Internet. Universal access to media and networks means little in the absence of adequate public space where information, opinions and ideas can be freely exchanged and debated. State censorship and providers' self-censoring of social debate, copyright rules, laws on business defamation, are all complex matters where rules need to be defined not to hinder, but to support, political debate and exchange on socially important matters.

Targets: Governments and cultural industries, broadcasters and Internet providers.

The emerging international regime for the protection of Intellectual Property Rights at fora such as the WIPO and the WTO. The European Union and Internet providers worldwide.

Action:

- ▲ Support and facilitate distribution of censored voices and material.

- ▲ Build security systems for civil society organisations.
- ▲ Provide cross-media services for international and simultaneous radio, TV and Internet broadcasting.
- ▲ Provide support to various anti-censorship campaigns around the world.
- ▲ Widely publicise examples of commercial censorship.
- ▲ Lobby forthcoming meetings of WTO, WIPO, and the EU Commission.

Theme 3: Diversity of expression.

Concern: The commercialisation of media and concentration of media ownership erode the public sphere and fail to provide for cultural and information needs, including the plurality of opinions and the diversity of cultural expressions and languages necessary for democracy. This occurs not only in the conventional media business, but is also beginning to affect the Internet.

Targets: WTO, European Commission, Mergers & Acquisitions Commissions in different countries.

Action:

- ▲ Build independent media and communication channels for civil society.
- ▲ Create a civil society media economy to make non-profit media channels sustainable.
- ▲ Develop concrete proposals for anti-cartel regulation.
- ▲ Mobilise local consumer actions against media mergers.
- ▲ Joint promotions of alternatives where they exist.

Theme 4: Security and Privacy.

Concern: Electronic communications through such media as the Internet have become targets for the surveillance by governments without public debate on the consequences for communication on social matters. Across the world, 24 hour ubiquitous electronic surveillance is expanding (for example through the Echelon programme of the US National Security Agency), including employee monitoring, and widespread commercial data-mining. Internet Service Providers are made liable for contents they carry, and the bigger ones have begun collaborating with the security police. This forces forms of self censorship upon the ISPs, making the Internet an unsafe place for those living under dictatorships or political oppression. This must be changed.

Targets: ILO, OECD, European Commission/Parliament, Governments, Internet Service Providers and their networks.

Action:

- ▲ Build secure systems for social movements and defend them together when threatened.

- ▲ Develop legislative proposals.
- ▲ Design protective measures against privacy intrusion.
- ▲ Mirror and broadcast material unfairly threatened.

Theme 5: Cultural environment.

Concern: The global media foster a culture of violence, discrimination, exclusion, and consumerism. Most public interest NGOs strive toward the creation of a culture of peace, solidarity, and environmental awareness.

Targets: The global media industry, CEOs of TNCs like Time-Warner/CNN, Bertelsmann, Disney/ABC, News Corporation (Murdoch), Governments and Parliaments, and Media Consumers.

Action:

- ▲ Educational campaigns to foster critical media awareness.
- ▲ Children's editions of documents like the People's Communication Charter.
- ▲ Create media and communication channels which offer positive alternatives.
- ▲ Encourage mainstream media to offer positive alternatives.
- ▲ Consumer media boycott/advertiser boycott.
- ▲ Arrange and participate in tribunals and hearings.
- ▲ Media monitoring.

To begin mobilisation across these five themes, Voices 21 hopes to shortly launch a Debate and Discussion List. In addition, we are seeking to generate joint proposals for funding, to foundations, agencies and others, to further both strategy development and concrete activities, which could include: preparation of educational resources around the issues discussed in this document; creation of a 'Virtual Centre for Media and Communication Democracy', conceived as a central repository for information and analysis and a hub for civil society networking; a 'Global Media Monitoring Project'; an 'International Ombuds Office on Media and Communication'.

6. Interim Organising Group. The following comprise the Interim Organising Group for this evolving proposal. The associated proposal for a World Congress on Media and Communication has been endorsed widely, including at the International Forum on Communication and Citizenship in October 1998 in San Salvador, the MacBride Round table in Amman in November 1998, and the Vidéazimut Congress in Cape Town in October 1998. It has also been endorsed by numerous civil society organisations.

The Organising Group listed below is in the process of expanding to ensure better regional and gender representation, and broader civil society participation.

<http://www.comunica.org/v21/statement.htm>

ORGANIZING GROUP: A GLOBAL MOVEMENT FOR PEOPLE'S VOICES

• **Alain Ambrosi**, Vidéazimut, Canada.
ambrosia@web.net

• **Michael Eisenmenger**, Deep Dish TV, USA.
eisenmen@rci.rutgers.edu

• **George Gerbner**, Cultural Environment Movement, USA.
ggerbner@nimbus.temple.edu

• **Bruce Girard**, Delft University of Technology, The Netherlands. bgirard@comunica.org

• **Cees Hamelink**, People's Communication Charter, The Netherlands.
hamelink@mail.antenna.nl

• **Wolfgang Kleinwaechter**, MacBride Roundtable, Denmark. wolfgang@imv.au.dk

• **Cilla Lundstroem**, Association for Progressive Communication, Sweden.
cilla@apc.org

• **Robert McChesney**, University of Wisconsin, USA. rwmcches@facstaff.wisc.edu

• **Kaarle Nordenstreng**, University of Tampere, Finland. tikano@uta.fi

• **Seán Ó Siochrú**, Platform for Democratic Communication, Ireland. sean@nexus.ie

• **Marc Raboy**, University of Montreal, Canada. raboy@com.umontreal.ca

• **Pradip Thomas**, World Association for Christian Communication, UK.
pradip@wacc.gn.apc.org

• **Karen Thorne**, Vidéazimut, South Africa.
ownnat@wn.apc.org

• **Rick Vincent**, MacBride Roundtable, USA.
rvincent@hawaii.edu

• **Lynne Muthoni Wanyeki**, EcoNews Africa, Kenya. wanyeki@iconnect.co.ke

The People's Communication Charter

Supporting a Global Civil Movement for the 'Right to Communicate'

Editor's note: It seemed an appropriate issue to address efforts underway to establish citizens' right to media access worldwide. The following from the Society for Old and New Media's [Amsterdam, NL] website is one such initiative. It is reproduced here in its British English version. To sign the petition, visit www.waag.org/pcc.

The People's Communication Charter represents a citizens' demand for the protection of the quality of communication services and the provision of information. Communication services should be user-friendly, accessible and affordable and information should be reliable and pluralist.

The quality of information provision affects the ways in which we exercise our civil rights. These rights also imply the civil responsibility to monitor and respond to social developments. This can only be done adequately when we are properly informed through such media as broadcasting, the press, or the Internet.

At stake is the quality of our common future: we cannot delegate the concern for this exclusively to governments or markets.

Rapid developments in the field of information and communication technology (digitisation, the emergence of new media and network connectivity) have a far-reaching impact on society. The commercialisation of knowledge creates more and more situations in which a price tag is attached to the provision of information. As a result a social gap grows between those who can afford access to information and those who will be excluded. Moreover, numerous mergers and joint ventures create powerful media conglomerates that escape adequate public control.

In order to monitor these developments critically, it is urgent to initiate a global civil movement. In such areas as human rights, environmental protection and consumer interests, there is already a great deal of civil action. This has so far not been the case in the field of information and communication.

The People's Communication Charter articulates the basic principles for this movement.

Why does your signature matter?

▲ By signing the People's Communication Charter you support the development of a global civil movement for the "right to communicate". The People's Communication Charter needs worldwide support to get this right on the political agenda.

▲ A worldwide constituency is essential to the realisation of the Charter's demands. As more people sign the People's Communication Charter, its effectiveness will be greater.

The eighteen articles of the People's Communication Charter can be summed up with these five key themes:

1. Communication and Human Rights.

Communication and information services should be guided by respect for fundamental human rights.

2. Public Domain.

Communication resources (such as airwaves and outerspace) belong to the "commons"; they are public domain and should not be appropriated by private parties.

3. Ownership.

Communication and information services should not be monopolized by governments or business firms.

4. Empowerment.

People are entitled to the protection of their cultural identity and to the development of their communicative skills.

5. Public accountability.

Providers of communication and information services should accept public accountability for the quality of their performance.

The People's Communication Charter can serve as a guideline for a global critical civil movement in the field of information and communication.

The People's Communication Charter is the outcome of an extensive and open editorial process which involved numerous individuals and social groups.

The People's Communication Charter was initiated by such social movements as the Third World Network, the Cultural Environment Movement, and AMARC (the worldwide association of community broadcasters). They concluded

in the early 1990s that the responsibility for the quality of information provision and communication services could not be left with governments and markets, but required civil action. This motivated the writing of the first draft of a People's Communication Charter. Over the past years, this text was discussed very widely, amended and improved.

The present version of the Charter is still open for more comments and suggestions. The People's Communication Charter remains the subject of an ongoing and dynamic process that is

open to new ideas.

As a signatory you are invited to contribute to this process. You could do this through the translation of the Charter into concrete social action.

If you want to be kept up-to-date about new developments and to participate in topical discussions about the Charter, you could consult the website, www.waag.org/pcc.

You can also request more information from pccmaster@waag.org or Society for Old and New Media, Nieuwmarkt 4, 1012 CR Amsterdam, the Netherlands. You can also fax to +31 20 5579880 or phone +31 20 5579898.

www.waag.org/pcc



Video Initiative Gives Women Living in Poverty a Voice in Public Policy in Nairobi, Kenya

Women's Voices was the recipient of the 2001 APC Betinho Communications Prize, an initiative of the Association for Progressive Communications (APC) © 1999-2001

Women's Voices is a video initiative which gives women living in poverty a voice in public policy making in Nairobi, Kenya. Redeemed Village and Mathare 3B are two huge slums surrounding Nairobi. Poorly constructed mud, carton and rusting iron sheet shelters crowd together along twisted narrow lanes, which serve as open drains. Water and electricity are scarce. Residents are seriously affected by violent crime, illegal drugs and alcohol, HIV/AIDS and unemployment.

Women's Voices, a project of the Intermediate Technology Development Group (ITDG), set out to talk to the women living in these neighbourhoods to ask them how they felt they could most effectively get involved in the public policy debate on poverty; an area where women's voices were seldom heard. They came up with an unexpected use of technology. Raising funds to purchase their own digital video equipment, including old and borrowed Betamax cameras, the women learnt scripting, shooting and editing and how to present their communities by showing rough-cuts and recording opinions and asking for contributions to the story and the narratives.

The videoing of the Mathare and Redeemed Village experiences led to direct and sustained contact with political representatives and those in control of civic services. A major impact has been the increase in participation in the political process, and the women have also secured a contract with a local TV network to regularly supply short news briefs from their villages. The overwhelming impact has been on the individual women in the women's groups, as their self-esteem and respect from their families and communities has grown. The videos have been transferred to CDs and they have been shown around the world and appear on ITDG's Sustainable Livelihood website.

"*Women's Voices* represents exactly the type of grassroots communication initiative that Betinho would have supported," said Carlos Afonso, a Brazilian mentor of civil society social movements and long-time friend of Betinho. "Betinho was a master at bringing NGOs' work to the mainstream media and believed it was a strategic and even "natural" alliance. Today several years after his death, Betinho's Campaign Against Hunger is stronger than ever and even runs advertising on prime-time television."

The \$7,500 USD Betinho Prize is designed to recognise and document outstanding examples of how the Internet can make a real difference for the world's communities today. The prize is open to NGOs, community-based groups, coalitions, working groups or social movements anywhere in the world that have successfully used information and communication technologies (ICTs) as an essential ingredient in their social justice and development work.

A visionary Brazilian social activist and exemplary communicator, Herbet de Souza, (known to all as "Betinho") spent his life fighting for street children, senior citizens, landless peasants and people living with AIDS. He founded the Brazilian Institute of Social and Economic Analysis (IBASE), one of APC's founding

member organizations, where he encouraged the use of new technologies to empower communities.

The prize was announced by APC at the Global Community Networks conference in Buenos Aires, Argentina on December 6th 2001 and is made possible with the financial support of the International Development Research Centre (IDRC) in Canada.

The APC Betinho Communications Prize

The Internet has not yet been converted into a giant online shopping mall. There are thousands of projects big and small working online around the world that prove that the Internet can be, and is being, used as a powerful tool for development and social justice.

The Association for Progressive Communications (APC) has been working with NGOs, activists, and social movements since 1990 to facilitate their work through the use of information and communication technologies (ICTs). The APC Betinho Communications Prize was launched to mark APC's tenth anniversary in 2000, and to recognize and document outstanding examples of how the Internet can make a real difference for the world's communities today.

From a Website recruiting and orienting volunteers to participate in the reconstruction of ex-Yugoslavia, to information networks between indigenous communities in Mexico, to a child's rights data gathering initiative in Mozambique, over 160 inspiring projects were nominated for last year's \$7,500 USD prize, which commemorates the inspirational life and work of Herbet de Souza (Betinho), a visionary Brazilian social activist. The inaugural winner, the Max Foundation, is a life-saving online support network in Spanish and Portuguese for the families of children suffering from leukemia and host of Latin America's first online bone marrow tissue registry.

Once again, in 2001, APC, together with the International Development Research Centre (IDRC, Canada) offered the APC Betinho Prize to non-profit organisations, community-based groups, coalitions, working groups or social movements anywhere in the world that have successfully used ICTs as an essential ingredient in their development work.

Successful nominations demonstrated that they:

- ▲ make essential use of ICTs, especially the Internet, in their work
- ▲ mobilise awareness and participation, and build capacity in the communities they work with
- ▲ contribute significantly to development

This work is carried out thanks to a grant from International Development Research Centre (IDRC), Canada.

© Association for Progressive Communications APC 1999

Contact APC

*For more information, visit the APC website at:
<http://www.apc.org/english/betinho/index.htm>*



CLASSIC ARTS SHOWCASE

Performing • Visual • Film

Downlink CAS from Galaxy 1R-5 Today

Available 24 hours a day, every day

Tape an hour of Classic Arts Showcase. You'll immediately be impressed with the high quality of our content. You will see clip after clip of great classic arts performances, with absolutely no commercials, ever. Your viewers will tell you that CAS is the best program on television.

- Film and video clips of the greatest in classic arts, presented in an "MTV" format
- No commercials
- Downlinked from Satellite G1R-5
- Free and unscrambled, 24 hours a day
- A new 8 hour show (shown 3 times a day) every week
- Fantastic viewer response

Classic Arts Showcase is a national audience development project for the arts, a gift from the Lloyd E. Rigler - Lawrence E. Deutsch Foundation. There will never be any advertising, or any charge for Classic Arts Showcase. Contact us for an application, or print one out from our web site.

CLASSIC ARTS SHOWCASE
Charlie Mount, General Manager
PO Box 828 • Burbank, CA 91503
(323) 878-0283 • Fax (323) 878-0329
cmcasmail@earthlink.net

Visit us at www.classicartsshowcase.org

**Do an air check of CAS right now.
Tune to Satellite Galaxy 1R-5.**

*(133° West/C-Band/Horizontal FRQ. 3800 MHz)
(24 hours a day, every day)*

"Classic MTV"

**Continuous
Video Clips from
the Worlds of**

BALLET

OPERA

ARCHITECTURAL
ART

CHORAL AND
CHAMBER MUSIC

DANCE

FOLK ART

ANIMATION

MUSICAL
THEATRE

SOLO
INSTRUMENT

ORCHESTRAL

CLASSIC FILM

MUSEUM ART

DOCUMENTARY

International Development Research Centre

‘to initiate, encourage, support and conduct research into the problems of the developing regions of the world.’

The rationale behind the International Development Research Centre (IDRC) was both deceptively simple and highly innovative: a country's development depends on the capability of its citizens to address their own social, economic, and environmental problems. The parliamentarians who passed the IDRC Act in 1970 envisioned a Canadian organization that would help countries in the South develop that capacity.

In the words of the Act, the public corporation was “to initiate, encourage, support and conduct research into the problems of the developing regions of the world.” For the past 30 years, IDRC has supported researchers from both the South and the North in their search for the means to build healthier, more equitable, and more prosperous societies.

The Centre's approach is multidisciplinary. Teams of IDRC staff, composed of a variety of specialists, work on program initiatives. Together with researchers from developing countries, they identify a problem, then work together from the strength of their diverse disciplines to find solutions. Through international secretariats, IDRC brings donors together to develop research agendas and share costs. Secretariats are able to undertake research that is more ambitious than the Centre (or any single donor) would be able to support on its own. Although headquartered at IDRC, independent steering committees oversee the operations and research direction of the secretariats.

In addition to its program initiatives and secretariats, IDRC has developed several large corporate projects. These projects respond to special needs or opportunities that fall outside the Centre's conventional funding framework. For example, IDRC supports Canada's participation in the Middle East Peace Process by managing the Expert and Advisory Services Fund set up by the Department of Foreign Affairs and International Trade and the Canadian International Development Agency.

IDRC's mandate, status, and objectives are specific and different from the

Canadian International Development Agency (CIDA). While both institutions work toward the goal of sustainable and equitable development, CIDA focuses on many of the practical applications of sustainable development. Its six priorities are basic human needs; gender equality; infrastructure services; human rights, democracy, and good governance; private sector development; and the environment. As the federal government department that administers most of Canada's Official Development Assistance program, CIDA also provides humanitarian assistance. IDRC, on the other hand, supports research. That support is directed primarily to researchers and research institutions in the South. In this way, developing countries generate the tools and expertise they need to develop their own solutions to the problems they face. The work of CIDA and IDRC, however, is complementary. CIDA often supports financially the implementation of IDRC-funded research efforts.

When the Parliament of Canada created IDRC, it granted the corporation special status. The Centre is not an “agent of Her Majesty.” Along with the Bank of Canada and the Canadian Broadcasting Corporation, IDRC is exempt from the Financial Administration Act's specific rules governing Crown corporations. However, this special status does not give it *carte blanche*. IDRC, like every other federal department or agency, is bound by the general financial rules set out in that Act. The Centre is audited annually by the Office of the Auditor General and is accountable to the Parliament of Canada. But its special status does ensure that IDRC has the autonomy it needs to establish links and advance Canadian causes — even when, for political reasons, the government is unable to become involved officially.

Parliament provides IDRC with an annual appropriation. While this is its main source of revenue, the IDRC Act also allows the Centre to seek external funding. IDRC's international reputation and the impressive set of networks it has established during the past 30 years make the

prospect of cooperative ventures, through international secretariats, particularly attractive to outside donors.

IDRC increasingly supports research for policy change — research that can help shape national policies. To realize the vision outlined in the IDRC Act, developing countries need a policy framework, as well as civil institutions, to address and openly debate complex issues related to the environment, science and technology, and economics, to name a few. IDRC has helped to provide opportunities to a critical mass of skilled people who can build a foundation of evidence for policy choices and the public debate that goes along with policy development.

IDRC continues to influence the way research is conducted in the developing world. The Centre values a multidisciplinary, participatory approach that factors in gender considerations. This inclusive methodology helps to ensure that research is grounded in the needs of local people. As a result of experiencing both the process and its benefits, Southern researchers are increasingly adopting this approach.

Canadians believe in helping those at home and abroad who, for a variety of reasons, require assistance. They recognize that the best way of doing this is by supporting their efforts to become self-sufficient. Furthermore, in today's interdependent world, Canadians understand that issues of environmental sustainability and health affect everyone, and that we also have a stake in solving them.

Canada's global reputation is enhanced by the work of IDRC. As one member of Canada's foreign affairs family, the Centre makes a direct contribution to the Official Development Assistance program of Canada, the objective of which is “to support sustainable development in developing countries, to reduce poverty, and to contribute to a more secure, equitable, and prosperous world.” Through development research, IDRC is helping to do precisely that.

A Unique Institution

Many features describe and distin-



The Next Generation of **Scala**[®] is Here!



**Easier to Use.
More Visually Dynamic.
More Potential.**

Upgrades require ownership of InfoChannel Designer or InfoChannel IC200. Hardware may need upgrading to meet IC3 compatibility. Contact Scala or your Scala Dealer.

**For more info, visit www.scala.com/cmr
888-SCALA96**

© 1993-2002 Scala, Inc. All rights reserved. Scala, the exclamation point logo, and InfoChannel are registered trademarks of Scala, Inc. All other trademarks or registered trademarks are the sole property of their respective companies.

InfoChannel[®] 3 is an entirely new product suite that adds many highly requested features since IC200. Each part of the suite is a separate product designed to work together as a whole.



InfoChannel Designer 3

Improved interface.
Multiple-level undo/redo.
Printing and spell check.
Visible grid and layout guides (for safe area).
Adjustable Hue, Gamma, Saturation, Red, Green, Blue, Brightness, Contrast and Opacity for clips and backgrounds.
Publishing to Web, CD, Video and InfoChannel Network.



InfoChannel Player 3

Huge improvement in video playback performance.
Many new 3D and "through" wipes.
Box, Oval, Line drawing objects.
Play multiple videos and wipes at the same time.
Windows Script Host support for VBScript, JScript, etc.
New smooth data-driven text crawls.
Billing and Serial EXes included in base product.
Support for MP3, alpha channel & MPEG2 video.



InfoChannel Network Manager 3 (available in standard and Enterprise Editions)

Totally new stand-alone application. Replaces ScalaNet from IC200.
Frees authoring station to continue working while transmitting to players.
Transmission jobs can trigger automatically upon publish, or at set schedules.
Uses internet-standard protocols (FTP over TCP/IP).
Web-based user-interface for remote access. (Enterprise Edition only)
Network monitoring that notifies changes in player status. (Enterprise Edition only)



GRID

Congratulations Community Media Center and
Grand Rapids Institute for Information Democracy

Recipients of the Grand Rapids Bar Association's
2002 Liberty Bell Award

"...the Community Media Center (CMC) and the Grand Rapids Institute for Information Democracy (GRIID) is making real the promise of a Constitution that guarantees free speech and the right to vote. There are no mock trials or lectures on the Constitution, but the work done by these two organizations, under Dirk's vision, guidance and leadership, ensures that everyone in the community has the necessary tools to exercise those rights. These tools include access to information and access to the means to make public their own views and concerns."

— Dale Ann Inverson, President, Grand Rapids Bar Association

www.grcmc.org • Community Media Center • 711 Bridge St. NW • Grand Rapids, MI 49504

► guish IDRC's approach. Chief among them are the following:

▲ A focus on encouraging and supporting research in the South.

▲ An insistence on building research capacity, defined mainly in terms of human resources.

▲ The devolution of responsibility for management and administration of research to institutions in the South.

▲ The intellectual flexibility and willingness to take risks and experiment.

▲ The inclusion of gender considerations in research programing and analysis.

▲ The tailoring of support to different countries to best match their needs, resources, and aspirations.

▲ An emphasis on fostering collaborative partnerships between Southern and Canadian institutions.

▲ A concentration on establishing partnerships with other donors that exploit our comparative strengths.

▲ A commitment to encouraging connected communities of researchers, embodied in IDRC's program initiative structure.

▲ An accent on assisting researchers to access and distribute information themselves.

▲ The maintenance of a field presence in the four main developing regions.

▲ A continuing improvement of its operational efficiency so as to maximize support for research in developing countries.

▲ The promotion of evaluation as a planning, learning, and management tool.

▲ An effort to ensure the impact of research by bringing it to the attention of policy- and decision-makers at all levels.

http://www.idrc.ca/library/document/annual/ar0001/essential_e.html

New Web Portal Will Promote Digital Opportunities Worldwide

OneWorld (www.oneworld.net), the online sustainable development and human rights network, is preparing to launch Digital Opportunity Channel, in collaboration with the Benton Foundation (www.benton.org), the Washington-based non-profit that works to realize the social benefits made possible by the public interest use of communications technology.

Digital Opportunity Channel (www.digitalopportunity.org) will focus on the use of ICT (information and communications technologies) for global sustainable development, with a special emphasis on developing countries. The site will be launched publicly the week of 17 May 2002 to coincide with UN World Telecommunications Day, which this year is celebrated under the theme, "ICT for all: empowering people to cross the digital divide".

Digital Opportunity Channel will build on Benton Foundation's Digital Divide Network (DDN) (www.digitaldividenetwork.org) and OneWorld's seven years experience in ICT for development. The site will present content from OneWorld's partnership of over 1000 NGOs around the world and DDN's net-

work of practitioners and policy-makers. Other civil society actors, international organisations, governments and businesses engaged in harnessing the full potential of ICT for sustainable development will also be involved in the initiative.

Digital Opportunity Channel will be coordinated from India, which has one of the largest populations of the poorest and marginalized in the world and at the same time shows the biggest potential in ICT for development. The portal will also act as an online community and innovation lab for people working in the field of ICT for development both in the developing and developed world.

Organisations working on ICT and digital divide issues are invited to participate in Digital Opportunity Channel. Further information is available at www.digitalopportunity.org.

For enquiries about becoming a participating organisation contact Myriam Horngren, OneWorld partnership and channels co-ordinator, Tel +44 (0)20 7735 4512 Email myriam.horngren@oneworld.net

www.digitalopportunity.org

WORLD SUMMIT SEEKS EQUITABLE INFORMATION SOCIETY

With this announcement, we are launching the first round of consultations with civil society on the world summit on the Information Society.

The Summit will take place in Geneva from December 10-12, 2003. It will adopt a Declaration of Principles and Plan of Action aimed at establishing the foundation of an equitable information society, one that respects cultural diversity and provides opportunities for all. A second phase of the Summit is expected to take place in Tunisia in 2005 to follow up on the decisions taken in Geneva. The scope of the Summit is not limited to the technical side (ICTs), but will address questions of governance, rights, ethics, research and development, content, infrastructure and other issues that are directly related to the concerns of civil society.

As a member of civil society you have a valuable contribution to make. To take part in the process, we suggest you look at www.geneva2003.org, which will provide you with background information and allow you to: a) register in the process in order to contribute to the preparatory process, and to be considered for accreditation to the

official meetings of the Summit; b) send your input on issues you would like to see addressed at the Summit; and c) give your suggestions as to how you would like to participate and contribute e.g. organize meetings, lead working groups, submit papers, mobilize your local network, participate in on-line forums, conduct information workshops for the media and other partners, share electronic and intellectual resources etc. As part of the Executive Secretariat for the Summit, the Civil Society Division will do everything possible to facilitate your participation. The information we receive from you will determine the next step.

Please send this to all your members, constituents, and networks so that everyone, the world over, can voice their concerns and propose ways of taking part in the process at some level - be it local, national, regional or global. For information that is not on the Website, please contact us at info@geneva2003.org Alain Clerc, Director Civil-Society Division - Executive Secretariat World Summit on the Information Society

www.geneva2003.org

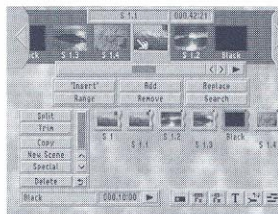
TEST DRIVE AN AVIO
 Call or click for the dealer nearest you.
 And ask for your free Joy of Editing booklet.

WE DON'T PLAY GAMES. WE DON'T DO SPREAD SHEETS. WE DON'T DO WORD PROCESSING. WE DO VIDEO.

And we do it very well. Over 70,000 people worldwide have chosen Casablanca video editing products to create award-winning, professional-quality videos.

Why have such an unprecedented number of people turned to the Casablanca? One reason is ease of use. Last year, top honors were taken by fourth graders at Rocky Ridge Elementary in Hoover, Alabama, for a video they researched, wrote, shot, acted in and edited!

And the video quality is outstanding. News stories edited on the Casablanca appear regularly on CNN



A secret to our success—the Casablanca's uniquely simple interface. Under it lies incredible power of slow and fast motion, multi-layers, FX, rolling, scrolling, crawling titles and much more.

Newsroom. And thousands of videographers and other commercial production firms use Casablanca video editors for their daily work.

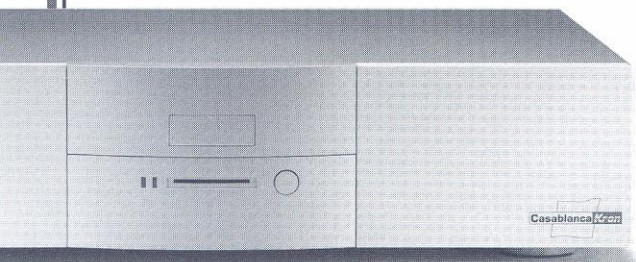
Easy to learn yet powerful enough to let your imagination run wild. Try the Casablanca Avio and Casablanca Kron for yourself. They're all you need to edit.



"Unbelievable. I wish I had this when I was working at the TV station. This makes teaching video production fun again and allows creativity to flow."

— **Donna Haire**
 Quincy (IL) Public Schools

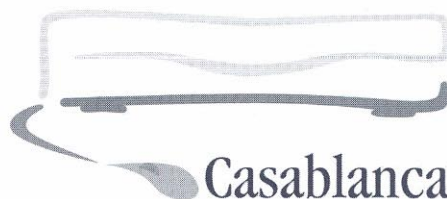
- Avio standalone video editor**
- Up to 12 hours video storage
 - Realtime transitions
 - MPEG-2, full IBP editing
 - Native DV
 - Avio ST \$1,295
 - Avio DV \$1,795 *Now shipping!*



"Wow! The Kron is so powerful and yet so easy to use. I don't feel constrained by the technology. Finally I can express my creativity freely."

— **Narayan Kaimal**
 Belmont, MA

- Kron**
- DVD-creation (optional recorder)
 - Multi-layering and scrub audio
 - Up to Digital-Beta quality
 - Native DV or MPEG-2
 - \$5,495 *Now shipping!*



Fundraising Auctions

From Access to Impact to Financial Sustainability

BY GREG EPLERWOOD

Ask most PEG access administrators how they raise funds, and few will mention auctions or telethons. Why? There are many reasons they've avoided them: Too much work. Too commercialistic. The center's rules don't allow them. Fear of being swamped with requests if they were allowed.

But when you do find PEG managers who have done auctions, they'll likely tell you about how much fun it was, and that the event raised an adequate amount of money. Yes, they'll admit to the considerable amount of work needed to mount an auction, but they'll just as quickly add that they are worth the effort. Some have been doing them for years—seemingly hooked on the raw excitement that has traditionally drawn people to auction houses.

There is also fun in the variety and imaginative things that people have donated to help a good cause. One year Brattleboro, Vermont's BCTV received a pledge from local resident and noted crime mystery author Archer Mayor to name a character in his next novel after the highest bidder. Another access center, which shall go nameless, reported intense and sustained bidding over a contractor's offer to pump out a septic tank.

With the computer era, auctions have taken on a new face. Although online auctions such as eBay have become extremely popular, they have traded the excitement of a room full of people in a bidding frenzy for the convenience of time-shifting and the advantages of a world-wide reach.

In 1955, long before eBay, there were eleven non-commercial "educational" television stations in the United States. That year, out of financial desperation, one of them engaged the services of Curtis Roberts of the fundraising firm Gross & Roberts. Roberts came up with the idea of holding a live, on-air auction. The first of its kind, it lasted two weeks, and from it KQED San Francisco raised \$65,000. Establishing the model for the hundreds, and perhaps thousands, of live, on-air fundraising auctions that were to follow over the next half-century, KQED com-

bined the excitement of an in-person auction with the convenience of home telephones. More importantly, the auction was able to reach 15,000 people—many more than could have fit into, or would have ever made the effort to drive to, an auction site.

Cut to August 2001, Bennington, Vermont and a modest PEG access corporation, Catamount Access Television. For its third annual fundraising auction, CAT-TV took auctioneering to its next technological level. While it was not the first non-commercial television channel ever to do so, CAT-TV probably became the first community media center to combine the speed and accessibility of the Internet with the excitement of a live television auction.

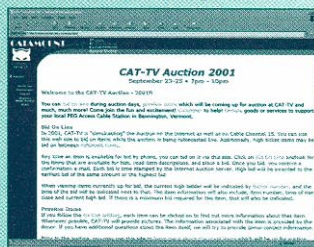
Two years before, in 1999, and serving a subscriber base of about 7,000 in Vermont and 1,500 in New York State, Catamount Access TV was determined to avoid the fate of its namesake, an extinct specie of mountain lion that once roamed the New England forests. In need of funds for a new home, and wanting to use its own resources to raise money for a new home in a fun, community-active way, it planned to hold its first auction that summer. For advice, CAT-TV looked south, just over the border, into Massachusetts. It called on Shawn Serre, then executive director of CTSB-TV in Lee, to draw on his five years of experi-

ence running their PEG cablecast auction; and Russ Carpenter, board chair of WilliNet, PEG access in Williamstown, to absorb some of his optimistic enthusiasm (Russ had launched and managed Vermont Public Television's auctions a decade or so earlier).

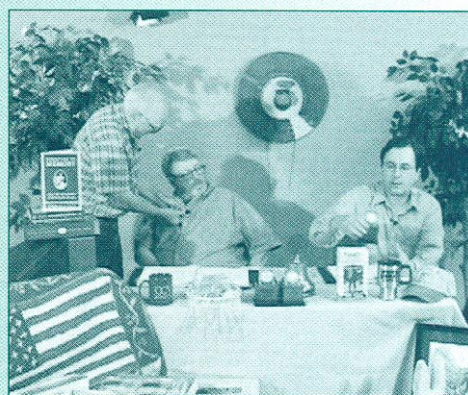
CAT-TV's first auction was successful, and after the second year of auctioning off donated goods and services from local



Non-commercial tv's first fundraising auction: KQED, San Francisco, 1955. Courtesy WQED.



Text screen for CAT-TV's online bidders.



Teacher/actor Willy Jones and optometrist Dr. Alex Tenentes preparing as CAT-TV auctioneers.



CAT-TV's auction control room.

businesses and private donors, its staff became dissatisfied with the primitive way they kept viewers informed of current bidding—using overhead projectors and grease pencils—and the controversies that arose at the end of a bidding period over who actually won. Plus, there was always the frustrating limitation of only being able to include cable subscribers and walk-ins in the auction.

For its third annual auction, CAT-TV felt it was time to throw away the grease pencils. Staff had already been using a Trinity machine to digitally package



*The right
technology
determines the
destination!*

FrameRate's powerful technology combines systems and software that allow you to create, edit, and manage programming on your PEG Access Channel. You can now capture material from a variety of media sources, edit and preview the content, and create a schedule for seamless transitions in playback.

If you've ever considered launching your own channel as a practical way to inform those you serve, our expertise will be an invaluable resource throughout the process. Then, our continuing support and training will ensure success and bring public awareness as your channel becomes an integral component of your public service package.

So if your vision of the future includes a successful PEG channel, contact FrameRate for references (yes, references) and an analysis that will offer the best approach for getting started. We'll make it our mission.

 **FrameRate**
800.579.8247
www.framerate.com

Your **Vision**
Our **Mission**

images of the items for viewers, and it relied heavily on computers to organize all the details. So when a board director, Amy Moore, volunteered to donate her professional web application design expertise to the task, things really began to click.

The result was a web-based real-time auction software application that allowed anyone with Internet access to preview items weeks in advance, and then, during the auction, bid on the items along with cable viewers who were watching the local-celebrity auctioneers on the access channel. In fact, when a viewer called in to bid, the telephone volunteer simply entered data into the exact same database on the website that online bidders were using.

As the live program progressed, the program director would cut between the items, the auctioneers, and the online "tote boards." The tote board operator would regularly refresh the board so the viewers could see all the highest bids received up to that moment. Also, phone volunteers were able to tell a bidder whether his or her bid was high enough to beat one that may have just come in via another phone line or the Internet.

Although the auction application resided fully within CAT-TV's website, there were multiple levels separately accessible to three populations: public bidders, auction volunteers, and administrative staff. This arrangement greatly simplified things for the viewers and bid-takers by means of custom prompts, and it also permitted the administrator to monitor bidding, correct bugs and errors, and generate reports in real time.

Beth Meyer, CAT-TV's new executive director and veteran of several auctions was impressed with the system. "It looked very professional," Beth recalls. "The software was brand new and it took us a while to get used to it, but because Amy was there during the cablecast to train us and fix any bugs, it went very smoothly. And Lisa [CAT-TV's access coordinator] told me the auction actually went much easier for the volunteers this year."

"I'm very excited about next year," Beth continued. "We'll be able to create bigger-ticket items like sleep-and-ski packages and use the Internet market the auction to Albany and other nearby areas outside the reach of our cable channel. We won't neglect the low-value items, but because it takes about the same amount of time to process an item regardless of its value,

we'll concentrate on getting those that will earn us the greatest return. We expect to make a lot more money next year."

So how much money do auctions raise? For CAT-TV, the effort this year resulted in about \$5,000 after expenses. This seems to be about average for smaller access centers; however, there are a number of other centers, still using traditional low-tech methods, that have consistently raised from between \$16,000 (CTSB-TV in Lee, MA) and \$20,000 (GHS-TV in Germantown, TN).

But not all auctions are done by and for the PEG access center itself. The Truckee (California) High School Band Boosters have been using the facilities and assistance of TTC-TV (Truckee Tahoe Television) for the past three years to raise \$6,000 or more in live telethons. TTC-TV's John Echols enjoys providing technical production support to the Boosters, and would consider doing the same thing for other community not-for-profits that were organized well-enough to manage them.

In Scarborough, Maine, the Oak Hill Grange has held a fundraising auction each March for the last four years using the facilities of Scarborough Community TV. With production assistance from SCTV's chief engineer and program director, Peter Hansen, the Grange last year cleared about \$4,500.

In what could be a record for longevity and persistence, the American Heart Association of Defiance, Ohio has been holding its fundraising auction on that city's community channels for the last 20 years. Although the American Heart Auction successfully nets about \$13,000, DCTV's Mark Newman reports that the Association has decided to call it quits, and next year is moving its limited volunteer resources over to help conduct the Heart Walk, its other annual fundraiser.

The use of PEG access channels for nonprofit fundraising has never been that common. For most access centers, the idea of doing an auction may seem a bit daunting and hardly worth all the trouble. With new Internet-based software being developed, perhaps some of the labor-intensiveness of running an auction will be greatly reduced. But no matter how efficient auctioneering might become, some PEG managers and board directors are still very reticent to get involved with an activity that to them seems too commercial.

Obviously, those who are allowing auctions on their channel have no problem

with this. Of the eleven PEG managers interviewed for this article, nine felt strongly that commercialism was not an issue, and two were neutral. Comparing what they do to the PBS model, they generally view the donation of goods and services to the access channel as tax-deductible contributions, and the subsequent auctioning process not as a promotion and sale of items, but as a legitimate way to raise money for a 501(c)(3) not-for-profit corporation and to reach out into the community.

Taking a different point of view, three executive directors in Georgia, Maine and Maryland have each stated that their access center characterizes any request for money as commercial, and therefore they ban auctions and all other forms of non-profit fundraising from their channels.

"That sort of broad ban could raise First Amendment issues," says Joseph Van Eaton, a partner with the law firm of Miller & Van Eaton PLLC. "Access centers sometime assume all speech about money is commercial speech—no different than an ad for deodorant. That's not true. The law treats charitable solicitations differently, because the law recognizes that in order for a charitable group to get its message to the public, the group may need to raise money. And the law is right: a grass-roots organization may need to raise money to participate in political debate, but its well-heeled corporate counterpart may not. Banning solicitations actually makes PEG access less useful to the very people it was intended to help."

Policy controversies aside, many PEG access centers continue to be woefully under-funded. Relatively few have executive directors with enough time to adequately compete for their community's limited philanthropic dollars. But by piggy-backing on the popularity and user-friendliness of on-line auctions like eBay, and retaining the old-fashioned excitement generated by enthusiastic auctioneers, an access center might find an updated version of the traditional auction to be a fun, simple and attention-getting addition to its fundraising toolkit.

Greg EplerWood lives in Burlington, Vermont and is currently working on telecommunications policy. He is the former executive director of CAT-TV, Bennington, VT and has been an Alliance member since 1979. He can be reached at mediavox@adelphia.net.

A VITAL INVITATION

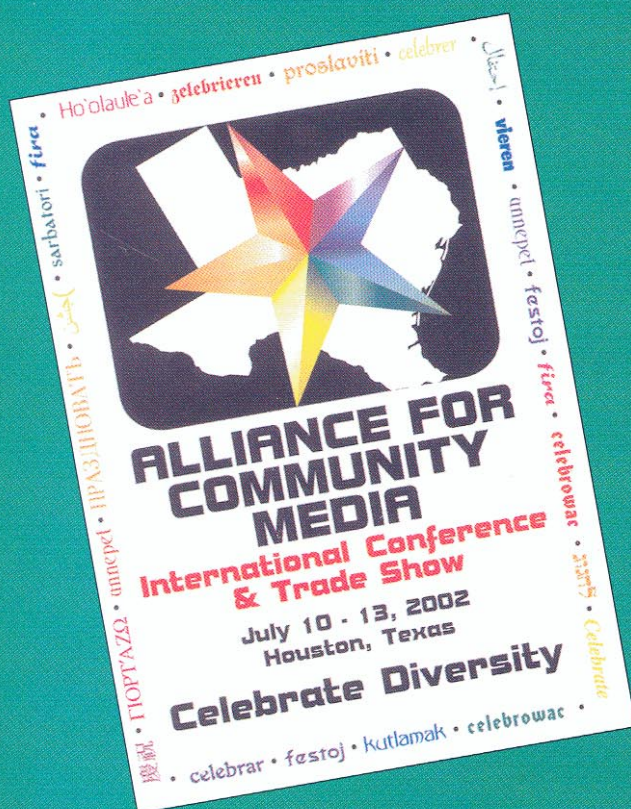
ALLIANCE FOR COMMUNICATIONS DEMOCRACY

Become an Alliance Subscriber for \$350/year and receive detailed reports on current court cases threatening access, pertinent historical case citations, and other Alliance for Communications Democracy activities.

- Voting membership open to non-profit access operations for an annual contribution of \$3,000.
- Associate, Supporter and Subscriber memberships available to organizations and individuals at the following levels:
 - Alliance Associate, \$2500 - copies of all briefs and reports.
 - Alliance Supporter, \$500 - copies of all reports and enclosures.
 - Alliance Subscriber, \$350 - copies of all reports.

Direct membership inquiries to ACD Treasurer Rob Brading,
Multnomah Community Television, 26000 SE Stark St., Gresham, OR 97038,
telephone 503.667.7636, or email at rbrading@mctv.org

For more than 10 years, the Alliance for Communications Democracy has been fighting to preserve and strengthen access. Though the odds against us have been high, and the mega-media, corporate foes well-heeled and powerful, time and again we've won in the courts. We can't continue this critical work without your support. With the ramifications of the 1996 Telecommunications Act manifesting themselves, and new legislation on the horizon, we must be vigilant if we are to prevail and preserve democratic communications. If not us, who? If not now, when? Please join the Alliance for Communications Democracy today!



DON'T MISS THE
2002 International
Conference & Trade Show

July 10-13, 2002
Westin Galleria Hotel
Houston, TX

for details, visit
www.meetingplanner.com/alliance/

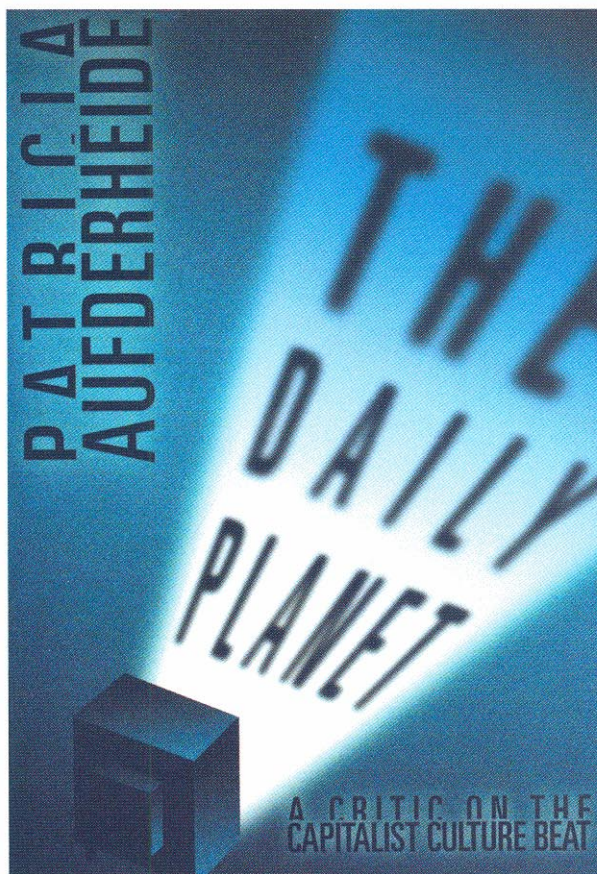
The Daily Planet: A Critic on the Capitalist Culture Beat

REVIEWED BY FRED JOHNSON

The Daily Planet is a collection of critical essays and reviews on public telecommunications and contemporary media culture by Patricia Aufderheide. Many readers of *CMR* have come to know her work through her policy writings and research on telecommunications. In *The Daily Planet* we find her communication policy work collected along with some of the best of her journalistic and academic writing. From her vantage point as a senior editor of *In These Times* newspaper, and professor in the School of Communications, American University, she has written a wide array of essays on what she terms "the building of electronic spaces." While *The Daily Planet* appeals to a broad group of communication policy wonks, media educators, critics, media activists and makers, it is an invaluable book to anyone who is "demented" enough, as she once joked in an address to the Alliance for Community Media, to be challenging the cable industry in order to create local space for public media in our communities.

In *The Daily Planet* Ms Aufderheide has written cable access into the discussion on the public sphere and public communications where it belongs [and has often been omitted from by social critics and media critics]. Ms Aufderheide's cable access research and writing have informed the national communications policy debate in the US to our advantage at critical moments in the past—in both Congress and Courts. Here is a public intellectual who understands that cable access represents important public space, and she has the survey data to prove it.

The book is divided into four sections: Popular Culture in Context; Communication and the Public Interest; Independent and International Media; and Living with the Media. Included in the Communication and the Public



***The Daily Planet: A Critic on the Capitalist Culture Beat*; By Patricia Aufderheide; 368 pages; University of Minnesota Press, March 2000, ISBN 0-8166-3342-8 \$19.95 Paper; ISBN 0-8166-3341-X \$54.95 Cloth**

Interest section are two essays, "Access Cable TV as Electronic Public Space" and "Cable Access in Action," that together comprise the most definitive and thoroughly researched overview of the cable access sector in print. These essays are still extremely useful sources of information and understanding regarding cable access. Because she is careful to measure argument against reality, and to actually speak with media activists and artists, her work documents and acknowledges the historical achievements of cable access, and provides a reasonable perspective from which to imagine a democratic future for access. These essays also critically discuss recent proposals for progressive change and growth for cable access television. The "What It Would

Take" section of the essay, "Access Cable TV..." is full of suggestions, including a National Channel, that will have you longing for the Promised Land.

As important as the cable access essays are in themselves it may be that what is most valuable about this book are the essays on media culture and politics that surround them. *The Daily Planet* should be thought of as a useful handbook for situating access in the cultural and political debates around media in 21st Century; and it could easily be handed to new employees for orientation, and made mandatory reading for every center's training and development staffs. There are extremely useful essays here that serve as a primer on Public Television, and what is and is not "public" about it. A wonderfully sane discussion of the apocalyptic bi-polarism of the "techno-pundits" of Cyberspace, "...one day the *Nation* tells you with grim foreboding that about seven people will have a stranglehold on your mind from now on, and in fact probably have since last week. The next week *Wired* tells you the net is unbounded..." There are reviews

and reconsiderations of British working class films, New Latin American Cinema, Sub Saharan African Cinema, explorations of first-person video "Camcorder Confessions," and a look at the impact of the Internet on journalism. Just to mention a few.

In an essay on media literacy Aufderheide gives a concise overview of media literacy, highlighting its roots in cultural studies, and framing critical issues and pitfalls that pop up within media literacy when you ask the simple question, "Why do students need to become media literate?" She also puts forth core ideas that help keep us oriented to what is most crucial in media literacy. As she puts it, "You cannot communicate outside ideology anymore than

Schedule Manage Organize Report

Facíl

Data management software
developed for the unique needs
of media access centers.

For more information or questions about Facíl
call Access Tucson at 520.624.9833.

Facíl is software designed just for media access centers, addressing their wide range of needs from contact information to equipment inventory, from equipment and facility reservations to project budgeting and reporting, from program library to channel scheduling. Highly automated and fully integrated, this program makes all the information available throughout your organization to every staff member in real time.

After more than ten years of development and incorporating the input of PEG access centers across the country, Facíl has evolved into the most comprehensive and effective solution to the exceptional data management requirements of a media access center. Facíl is already serving over 90 organizations from coast to coast, recovering the staff time previously lost to paperwork and improving service levels.

Cablecast Scheduling

Channel	Start	Length	Proj ID	Project Title	Prog ID	Episode	Program Title	Edit	Blank	AVI
62	Sat 05/20/00 20:00:00	0:27:24	1886	Access Tucson	6428	01	Access Tucson			
62	Sat 05/20/00 20:27:24	0:20:22	1786	Access Tucson	6429	02	Access Tucson			
62	Sat 05/20/00 20:47:46	0:01:14	1675	Access Tucson	6430	03	Access Tucson			
62	Sat 05/20/00 20:49:00	0:20:00	2520	Access Tucson	17183	01	Access Tucson			
62	Sat 05/20/00 21:09:00	0:58:15	3027	Access Tucson	22778	01	Access Tucson			
62	Sat 05/20/00 21:06:15	0:01:44	1886	Access Tucson	6431	04	Access Tucson			
62	Sat 05/20/00 22:00:00	1:00:00	3039	Access Tucson	6432	05	Access Tucson			
62	Sat 05/20/00 23:00:00	1:00:00	257	Access Tucson	6433	06	Access Tucson			
62	Sat 05/21/00 0:00:00	1:00:00	226	Access Tucson	6434	07	Access Tucson			
62	Sat 05/21/00 1:00:00	1:00:00	1887	Access Tucson	6435	08	Access Tucson			
62	Sun 05/21/00 2:00:00	4:59:00	3000	Access Tucson	6436	09	Access Tucson			
62	Sun 05/21/00 6:59:00	0:59:00	1888	Access Tucson	6437	10	Access Tucson			
62	Sun 05/21/00 7:59:00	1:00:00	3006	Access Tucson	6438	11	Access Tucson			
62	Sun 05/21/00 8:59:00	1:00:00	1889	Access Tucson	6439	12	Access Tucson			
62	Sun 05/21/00 9:59:00	1:00:00	1890	Access Tucson	6440	13	Access Tucson			
62	Sun 05/21/00 10:59:00	1:00:00	1891	Access Tucson	6441	14	Access Tucson			
62	Sun 05/21/00 11:59:00	1:00:00	1892	Access Tucson	6442	15	Access Tucson			
62	Sun 05/21/00 12:59:00	1:00:00	1893	Access Tucson	6443	16	Access Tucson			
62	Sun 05/21/00 13:59:00	1:00:00	1894	Access Tucson	6444	17	Access Tucson			
62	Sun 05/21/00 14:59:00	1:00:00	1895	Access Tucson	6445	18	Access Tucson			
62	Sun 05/21/00 15:59:00	1:00:00	1896	Access Tucson	6446	19	Access Tucson			
62	Sun 05/21/00 16:59:00	1:00:00	1897	Access Tucson	6447	20	Access Tucson			
62	Sun 05/21/00 17:59:00	1:00:00	1898	Access Tucson	6448	21	Access Tucson			
62	Sun 05/21/00 18:59:00	1:00:00	1899	Access Tucson	6449	22	Access Tucson			
62	Sun 05/21/00 19:59:00	1:00:00	1900	Access Tucson	6450	23	Access Tucson			

Appointment Book

Date/Time	Appointment Book Page	Edit	Cancel	New Reservation
5/20/2000 8:00 AM (Wednesday)	1			
5/20/2000 8:30 AM	1			
5/20/2000 9:00 AM	1			
5/20/2000 9:30 AM	1			
5/20/2000 10:00 AM	1			
5/20/2000 10:30 AM	1			
5/20/2000 11:00 AM	1			
5/20/2000 11:30 AM	1			
5/20/2000 12:00 PM	1			
5/20/2000 12:30 PM	1			
5/20/2000 1:00 PM	1			
5/20/2000 1:30 PM	1			
5/20/2000 2:00 PM	1			
5/20/2000 2:30 PM	1			
5/20/2000 3:00 PM	1			
5/20/2000 3:30 PM	1			
5/20/2000 4:00 PM	1			
5/20/2000 4:30 PM	1			
5/20/2000 5:00 PM	1			
5/20/2000 5:30 PM	1			
5/20/2000 6:00 PM	1			
5/20/2000 6:30 PM	1			
5/20/2000 7:00 PM	1			
5/20/2000 7:30 PM	1			

Visit our website at access.tucson.org/facil
and take the Facíl on-line tour.



you can write on a computer disk without formatting." Although media literacy is an incredibly shifty term used by different people, including cable access centers, to advance many different agendas, Ms Aufderheide points out that, ultimately, if such thinking is to develop beyond a few interesting teaching techniques and slogans it is critical to "...confront the issues of power and knowledge always inherent in mass media."

Power and knowledge, that is where cable access lives in the 21st Century. We ignore it at our peril. Throughout *The Daily Planet* we find plenty of useful concepts and language that help us not to ignore it, but to find comfortable positions within the debates on the social impact of media. The cable access movement is no more of a neutral facilitator of expression than mass media news programming is unbiased and free of the issues of knowledge and power. Much of the internal debate regarding from where cable access speaks politically is often framed these days in terms of the concept of "rights" in progressive left and liberal political philosophy, verses the concept of "civic responsibility" in communitarian political philosophy. This is often observed in the constant wrangling over the First Amendment "right" to expression versus what is always some version of our "responsibility" to our communities to shield them from potentially damaging expression [whatever that is at any given hysterical moment].

The politics of progressive "rights" versus communitarian "responsibilities" have been an often-buried debate, and unresolved conflict, within cable access from its beginnings. This is generally true of all "community-based" approaches to politics. These are powerful political philosophies that have been part of our political culture for centuries and their implications extend well beyond free speech. Indeed much of the discussion within the cable access sector regarding community development often has a real closet communitarian ring to it and should be openly evaluated in terms of the largest implications of such ideology.

While Ms Aufderheide does not directly address that specific issue, she does, however, articulate an extremely useful position for progressive cultural politics that many would term "reformist

left." Outlining the perspective to writing for and about social change used by the newspaper *In These Times*, she explains that approach as a commitment to avoiding self marginalization and political fundamentalism; a commitment to demystifying political action and seeing it separate from "...oppositional attitude and sub-cultural personal gesture." Her work is grounded on ideas of the public in John Dewey's work, the civil society of Antonio Gramsci, and the public sphere in Jurgen Habermas's work. She explains that she shares, with these writers, "...the conviction that a healthy, self-governing society needs specifically public relationships and activities." And that means those relationships and activities need public space and public media.

Also included in this discussion is a neat definition of "Commodity Culture," which could serve as a useful guide to the access debate on what is and what is not commercial programming; perhaps someone could quote the following the next time a person naïvely asserts, on the Alliance listserv, that only unpaid volunteers should be allowed to use their access facility and channels:

"By commodity culture I mean the production of meaning through commodities, tangible and intangible, with the profit objective overriding everything else—MTV and the McMansion phenomenon and the sport utility vehicle [SUV] and cell phones as much as *Star*

Wars and *Godzilla* licensing and *Spice Girls*...Commodity culture, then, conditions the terms under which any alternatives to it can emerge. By alternatives I mean activities that construct meaning with the primary objective that is not profit, and that address the potential audience primarily as something other than a consumer."

If we are going to continue to occupy the public space that Pat Aufderheide has so astutely recognized we have created, then we will find it increasingly necessary to engage with, and become political actors in, the larger debates on media politics and media culture. As our culture becomes more and more saturated with mass media, and mediation, the role of access centers is changing from simple notions of providing access to equipment, or free expression, to that of survival centers helping us adapt to and engage politically with global media culture. *The Daily Planet* is chock full of powerful conceptual, rhetorical and ideological tools for use in our effort to respond strategically to the new post-cold war media culture that emerged in the '90s. I hope you will give it a read.

Fred Johnson is a media educator, documentary maker, writer, and communication policy analyst. He is a co-founder of Media Working Group, a media arts production, research, education and training organization. Contact him at mail@mwg.org.

Coming in summer 2002

COMMUNITY MEDIA REVIEW

Revitalizing Access Philosophy

The summer issue of CMR will feature articles that challenge the basic tenets of access philosophy and explore the way access theory and practice invigorate each other. Discussions include "First Come, First Served" and individual "rights" versus the needs of the society. One feature looks at a collaboration between access and academia, where college students documented the oral histories of older Latino/a's experiences with "English Only" policies in Texas high schools. Other articles assess the philosophies of access after three decades of practice.

Watch for Revitalizing Access Philosophy in July 2002.

We get around!

First Amendment Center programs present free expression issues in fresh and unique ways—from concerts featuring John Kay and Tom Paxton to interviews with social activist Dick Gregory and feminist author bell hooks. Programs feature cutting-edge First Amendment issues like internet censorship, violent video games, prayer in public schools and the news media in today's society. Information and education—not just talking heads.

And it's all made available **free** of charge and in the format that you need by the First Amendment Center—part of the non-profit non-partisan foundation The Freedom Forum.

For more information about how you can add these valuable programs to your station's news and information lineup, contact:

Didi DeBolt

First Amendment Center
615-321-9588



**FIRST
AMENDMENT
CENTER**

FUNDED BY THE FREEDOM FORUM

ACCESS TUCSON, Tucson, AZ; DCTV, Dav
PCAC, Pasadena, CA; EATV, San Francisco, C
MADEN 26, San Rafael, CA; COMMUNITY
VOICE CHANNEL, Bolton, CT; NHTV, Na
Haven, CT; WPAA-TV, Wallingford, CT; OL
Honolulu, HI; CATV 12, Pocatello, ID; BNN
Boston, MA; WCAT, Wakefield, MA; UMTV
College Park, MD; COMMUNITY TELEVIS
NETWORK, Ann Arbor, MI; STERLING
HEIGHTS PUBLIC LIBRARY, Sterling Heigh
CTV 15, Roseville, MN; HECTV, St. Louis, M
CATV 7, Andover, NH; SFCTV-6, Santa Fe, N
BCAT, Brooklyn, NY; WCA-TV, Webster, NY
MVCC, Centerville, OH; MEDIA BRIDGES
Cincinnati, OH; DATV, Dayton, OH; PACIE
TV, Corvallis, OR; PCA-TV, Portland, OR ;
Erie, PA; DUTV-Cable 54, Philadelphia, PA;
CATV, Nashville, TN; GERMANTOWN
COMMUNITY TELEVISION, Germantown,
GILLETTE PUBLIC, Gillette, WY
ACCES 11, 7
AZ; DC Pasadena, CA
EATV, San Francisco, CA; La Verne
Community Television, La Verne, CA

Off the Bookshelf

Hand-Held Visions: The impossible possibilities of community media

by DeeDee Halleck

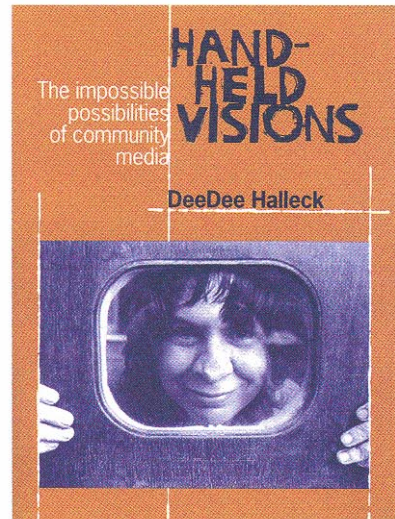
432pp./illustrated

ISBN: 0-8232-2100-8 / \$45 hardcover

ISBN: 0-8232-2101-6 / \$25 paper

Fordham University Press

For almost 40 years, DeeDee Halleck has been involved in a variety of projects that involve media making by "non-professionals." Her goal has been to develop a critical sense of the potential and limitations of mediated communication through



practical exercises that generate a sense of both individual and non-hierarchical group power over the various apparati of media and electronic technology. *Hand-Held Visions* is a collection of essays, presentations, and lectures that she has written throughout this process.

Halleck starts with a discussion of her own development as a teacher, producer, and an active participant in the struggle for media democracy. She gives the reader a historical first-person perspective on the community-based media movement and a sense of the determination and resolve that have enabled often fragile and much embattled organizations and individuals to survive in a climate dominated by global

media corporations that are in direct opposition to their work.

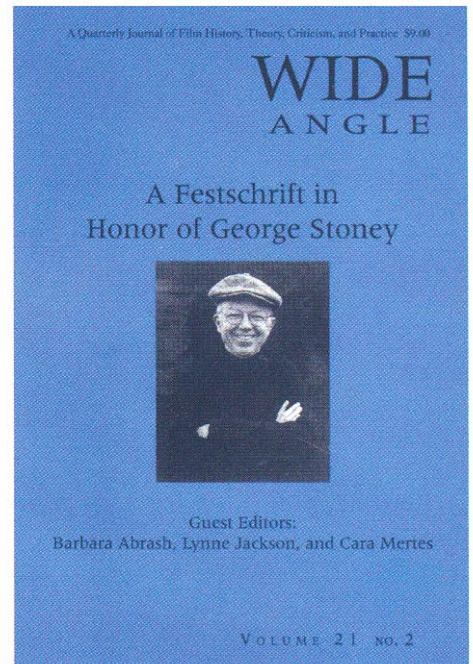
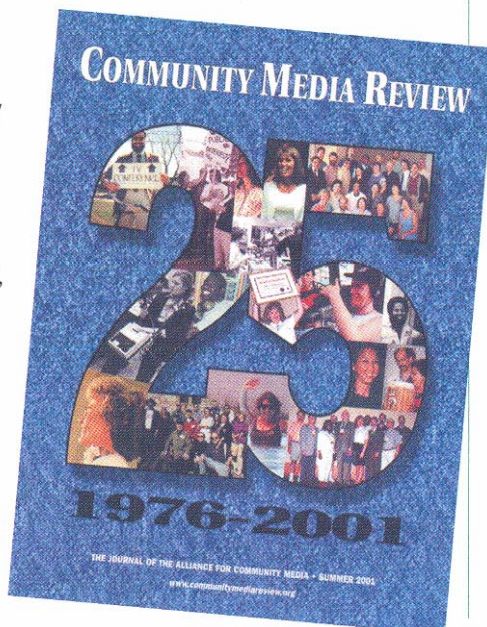
DeeDee Halleck, professor of communications at the University of California at San Diego, is a filmmaker, video activist, media critic and co-founder of Paper Tiger Television and Deep Dish Television.

25th Anniversary Edition Community Media Review

A 100-page keepsake edition capturing the first 25 years of the Alliance for Community Media, 1976-2001. Stories, histories, photos, regions, international, timelines. It's all here. An excellent primer reflecting the spirit of a quarter century of democratic media activism.

Now available at a special price of only \$2 per issue while supplies last.

Visit www.alliancecm.org to order your copies today.



181 Pages of the Life, Times and Work of George Stoney

Wide Angle, a Quarterly Journal of Film History, Theory, Criticism and Practice, has dedicated an entire edition to "A Festschrift in Honor of George Stoney."

A festschrift is a scholarly review of one's life work and this is a gorgeous compilation of George's life and work organized chronologically with many photographs.

A half dozen essays review specific activities of George over the years and also included are sweet stories (toasts and tributes) from friends and colleagues discussing "the Stoney Factor".

This is a must!

Wide Angle, Volume 21, No. 2 is available for \$9 [plus \$3 shipping] by calling 800.548.1784, by email to jlorder@jhupress.jhu.edu, or by sending a check for \$12 to John Hopkins University Press, Journals Division, 2715 North Charles St., Baltimore, MD 21218.

buhlite

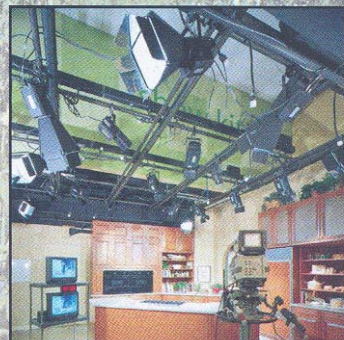
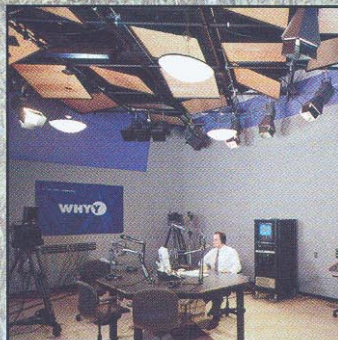
"KEEPING THE WORLD GREEN"

***Buhlite low energy
studio and location
lighting systems.***

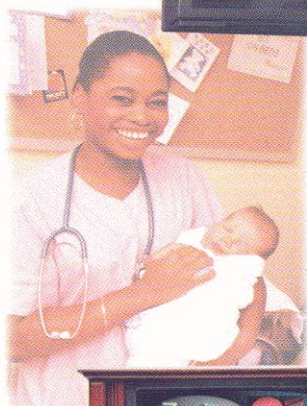
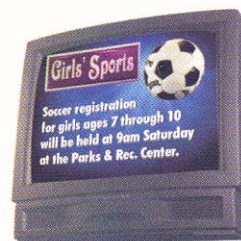
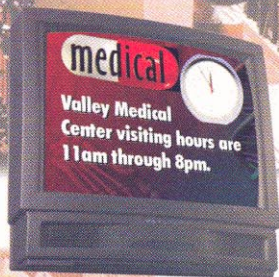
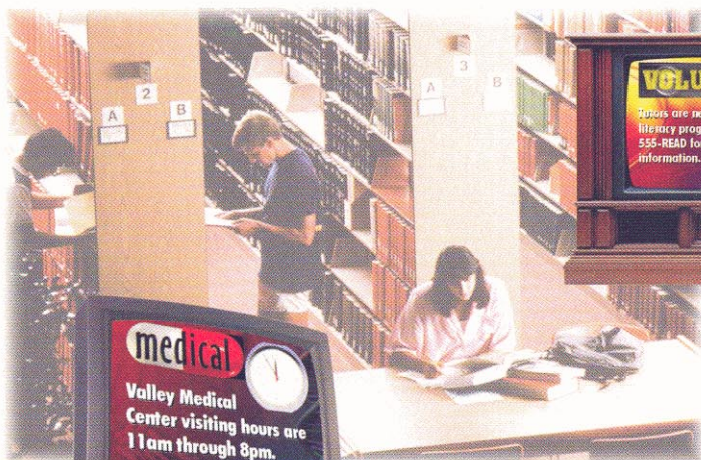
- Low Energy
 - Low Heat
 - Safe to Use
 - Easy Plug and Play
- Dramatic Lighting***

**CALL TOLL FREE:
866-520-BUHL**

Buhl Industries, Inc.
20-10 Maple Ave., Bldg. #38
Fair Lawn, NJ 07410 USA



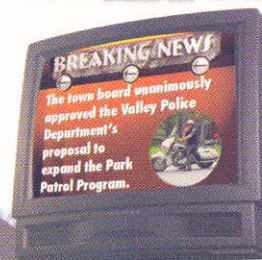
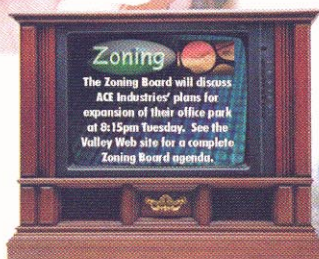
You have a choice...



TARGET VISION[®] for CABLE

It's time for better
communication.

Tune in to
TargetVision.



- ▶ Link police, fire departments, schools and more using TargetVision's remote editing capabilities.
- Create screens with impact using built-in templates, animation, 3D and speech.
- Easily integrate your own photographs and video for programming that your audience is sure to notice.
- Reach visitors to your Web site with the same information that is displayed on television with no duplicate effort.
- ▶ Automatically monitor and display weather conditions or any information that resides in your organization's database.

TARGET VISION[®]

www.targetvision.com +1.800.724.4044

The Annenberg/CPB Channel



Unparalleled educational programming, available 24/7.
Use a lot or a little to round out your schedule. It's free.

Contact Dana Rouse at 1-800-228-8030 ext. 4 or channel@learner.org

www.learner.org

COMMUNITY MEDIA REVIEW

Community Media Center
711 Bridge St. NW
Grand Rapids, MI 49504-7514



Printed on
Recycled Paper

Non-Profit Org.
U.S. Postage

PAID

Grand Rapids, MI
Permit 918